
Informatologia, 39, 2006, 3, 137-239

Literature: Serial *Bibliographic level:* Analytic
UDC: 37.017 37.017.93 *ISSN:* 1330-0067
Coden: IORME 7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 39(2006) *Issue No.:* 3
Other identification: INFO-936 *Page numbers:*137-141
Received: 2005-10-15 *Issued:*2006-07-17
Language –of text: Engl. *–of Summary:* Engl., Croat
*References:*0 *Tables:*0 *Figures:*0

Category: Conference Paper

Title: EDUCATION IS A MORAL CONCEPT

Author(s): Maja Žitinski

Affiliation: University of Dubrovnik, Dubrovnik, Croatia

Key words: civic education; moral equality; impartiality; rationality; intrinsic values; instrumental right; ideology – freedom.

Abstract: All knowledge is informative, but education is not there only to take part simply in reflecting social values. Education predominantly refers to the initiation into what is worthwhile with the provision that the transmitted content will be taught in a morally unobjectionable way. That is, education must involve some normative aspects, which can give it a purpose, ensuring that the involved parties will preserve the moral autonomy of the involved agents. Therefore education is a sort of communication that defines the role of individual in a particular society. The paper draws a clear division between coercive aspect of education, and moral aspect of education. In order to develop rationality and avoid partial and hence repressive social influences, education should enhance personal integrity and challenge the student's independent mind. Since education and indoctrination cannot be distinguished by their methods, they must be distinguished by their aims. Education needs to maintain the approach to combat the indoctrinators' attempts to control the knowledge production systems in a way, which serves their interests as distinct from the public's.

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Literature: Serial *Bibliographic level:* Analytic
UDC: [371.3:004.738.5]:618.19-006 *ISSN:* 1330-0067
Coden: IORME 7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 39(2006) *Issue No.:* 3
Other identification: INFO-937 *Page numbers:*142-147
Received: 2005-09-20 *Issued:*2006-06-18
Language –of text: Engl. *–of Summary:* Engl., Croat.
References: 15

*Tables:*0 *Figures:*3

Category: Conference Paper

Title: BENEFITS AND LIMITATIONS OF E-LEARNING IN CANCER PREVENTION

Author(s): Djordje Nadrljanski, Mirjan Nadrljanski, Mila Roguljić

Affiliation: Teacher Training Faculty, Sombor, University of Novi Sad, Novi Sad, Serbia, Department of Oncology Pančevo, Pančevo, Serbia, Faculty of Natural Sciences,

Mathematic and Education, University of Split, Split, Croatia

Key words: distance learning, e-learning, web based training, breast cancer, screening

Abstract: Based on the data of the IARC, throughout the world app. 1 115 000 new breast cancer cases are registered. In Europe breast cancer is the most common cancer in female population (app. 350 000 new cases and 130 000 deaths each year). The permanent education of all healthcare providers in breast cancer prevention remains an important issue in breast cancer prevention. There are numerous aspects of distance learning in breast cancer prevention: from basic lectures concerning cancer to postgraduate studies in medical oncology, including different models of distance learning and e-learning. In this paper we focused on Web Based Training (WBT) and open platforms for e-learning in this field of education. Apart from the education of the healthcare providers involved in breast cancer prevention, we also focused on different solutions applied in e-learning for the education of healthy female population in different age groups. Few countries in the Balkans have policies for early detection of breast cancer. The development of policies for breast cancer prevention should be regarded as a high priority issue.

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Literature: Serial *Bibliographic level:* Analytic
UDC: 371.3:(78+159.954) *ISSN:* 1330-0067
Coden: IORME 7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 39(2006) *Issue No.:* 3
Other identification: INFO-938 *Page numbers:*148-152
Received: 2006-04-20 *Issued:* 2006-07-18
Language –of text: Engl. *–of Summary:* Engl., Croat.
*References:*20 *Tables:*6 *Figures:*0

Category: Original Scientific Papers

Title: ASSESSING A MUSICAL CREATIVITY IN ELEMENTARY EDUCATION *Author(s):* Janja Črčinović Rozman

Affiliation: Faculty of Education, University of Maribor, Maribor, Slovenia

Keywords: musical creativity; exploration; improvisation; students beliefs; teachers beliefs.

Abstract: Educators have a lot of learning opportunities to enhance creativity. In the field of musical creativity, there are two fields of original products: musical contents and products stimulated by music. This article reports on a study with particular focus on examining the presence of music creativity in Slovenian elementary education, its observable characteristics, and the congruency of some statements by students and teachers. We identified that there is not enough attention paid to stimulating divergent thinking and creating music with different material in the centre. There were some differences in the beliefs of students and class teachers in following areas: in the judgements in regard to guided and free creativity, and about the successfulness of particular creative activities. The teachers assessed creativity by using descriptive

criteria related to the originality. Other viewpoints, like structure and expressiveness, they often forget.

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Literature: Serial *Bibliographic level:* Analytic
UDC: 364:304.3 338.485 *ISSN:* 1330-0067
Coden: IORME 7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 39(2006) *Issue No.:* 3
Other identification: INFO-939 *Page numbers:*153-158
Received: 2006-03-15 *Issued:*2006-09-20
Language –of text: Croat. *-of Summary:* Croat. Engl.,
*References:*13 *Tables:*0 *Figures:* 5
Category: Original Scientific Papers
Title: SOCIAL RESPONSIBILITY AS INFORMATION DIMENSION OF QUALITY OF LIFE
Author(s): Ivanka Avelini Holjevac
Affiliation: Faculty of Tourism and Hospitality Management Opatija, University of Rijeka, Rijeka Croatia
Key words:. quality of life, social responsibility, tourism
Abstract: The goal of the paper is to link social responsibility and quality of life. In the introductory part of the paper the quality of life is defined from different standpoints and disciplines in order to draw attention to its complexity. Afterwards, the quality model and the positioning of social responsibility are discussed. The last part of the paper deals with the linkages between tourism and quality of life and the way tourism contributes to increasing the quality of life.

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Literature: Serial *Bibliographic level:* Analytic
UDC: 371.13(497.4+436) *ISSN:* 1330-0067
Coden: IORME 7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 39(2006) *Issue No.:* 3
Other identification: INFO-940 *Page numbers:*159-164
*Received:*2005-11-16 *Issued:*2006-07-09
Language –of text: Engl. *-of Summary:* Engl., Croat.
*References:*16 *Tables:*2 *Figures:*2
Category: Original Scientific Papers
Title: A COMPARISON OF INITIAL SECONDARY SCHOOL TEACHER EDUCATION SYSTEM IN TWO EU COUNTRIES (SLOVENIA AND AUSTRIA)
Author(s): Majda Pšunder, Maja Korošec
Affiliation: Faculty of Education, University of Maribor, Maribor, Slovenia
Key words: education, teachers, education system, Austria, Slovenia.
Abstract: Nowadays we are confronted with great and rapid changes in different fields and this is the reason that the role and the tasks of teachers are changing as well. The teacher education systems are following these changes but as the education systems tend to be very complex, it is difficult to introduce rapid changes. Future secondary school teachers study in university study programmes in Slovenia as well as in Austria. In Slovenia the study

generally lasts four years at present and nine semesters in Austria. In both countries future secondary school teachers usually study in teachers training study programmes but for some subjects there are only non-educational study programmes available. Those who graduated on those programmes and wish to get a teacher qualification must complete a supplementary teacher training course in both countries. In both systems, in Slovenia and Austria, there is a growing concern about the importance of connecting the initial teacher education with the real school practice, but it can still be done much more in this field.

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Literature: Serial *Bibliographic level:* Analytic
UDC: 316.4:004 *ISSN:* 1330-0067
Coden: IORME 7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 39(2006) *Issue No.:* 3
Other identification: INFO-941 *Page numbers:*165-169
*Received:*2005-01-10 *Issued:*2006-06-18
Language –of text: Croat. *-of Summary:* Croat., Engl.
*References:*5 *Tables:*2 *Figures:*0
Category: Preliminary Communication
Title: EARLY DETECTION OF SIGNALS OF CHANGES IN THE STRUCTURE OF TRANSITION SOCIETIES
Author(s): Nihada Mujić, Jelena Legčević
Affiliation: Faculty of Law, University of Osijek, J. J. Strossmayer, Osijek, Croatia
Key words: transition society, uncertainty, changes, knowledge, technology,
Abstract: The knowledge of changes needs to be increased in order to achieve reduction of complexity and instability which transitional communities are striving to accomplish in their efforts of restructuring themselves. That means: perceive signals of changes right on time; collect information about them, analyze and interpret collected information and then use them as a possibility for development. Informatics technology has enabled generation and analyzing a huge set of data and through that the creation of the system which will be able to detect early signals of changes and knowledge of «mining dates».

Informatologia, 39, 2006, 3, 137-239

Literature: Serial *Bibliographic level:* Analytic
UDC: 339.017 *ISSN:* 1330-0067
Coden: IORME 7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 39(2006) *Issue No.:* 3
Other identification: INFO-942 *Page numbers:*170-176
Received: 2006-05-17 *Issued:* 2006-08-28
Language –of text: Croat. *-of Summary:* Croat., Engl.
*References:*13 *Tables:*3 *Figures:*0
Category: Preliminary Communication
Title: THE USAGE OF MARKET RESEARCH DURING THE SEGMENTATION OF BUYERS
Author(s): Sandra Soče Kraljević

Affiliation: Faculty of Economics, University of Mostar, Bosnia and Herzegovina,

Key words: segmentation of the market, selection of the target segment, positioning of the products, retail, cluster analysis

Abstract: The goal of this research is to explain what segmentation of the market is, why it is important and why the research of the market is necessary during the process of the market business. Therefore we will explain why knowledge of the buyers needs and desires to the enterprises are important. One of the goals of this research is also to observe the variables involved into the segmentation and to clarify the necessary conditions for successful segmentation. For market segmentation we can say that it is the base for successful business. The basic target of research is: To research if there are different customer segments concerning the importance of some image factors on choosing of retail. The research was made from 1.4.2005-1.6.2005 in the area of the cities of Mostar, Banja Luka, Sarajevo and Tuzla.

Using the cluster analysis for supermarket we succeeded to extract three segments of buyers (practical, social directed and modern), and by conventional retails four segments (practical, modern, mobile and social directed).

Informatologia, 39, 2006, 3, 137-239

Literature: Serial *Bibliographic level:* Analytic
UDC: 316.77:004 *ISSN:* 1330-0067
Coden: IORME 7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 39(2006) *Issue No.:* 3
Other identification: INFO-943 *Page numbers:*177-184
Received: 2006-02-20 *Issued:* 2006-09-17
Language –of text: Croat. *-of Summary:* Croat., Engl.
*References:*7 *Tables:*1 *Figures:*0

Category: Author Review

Title: THE STRATEGY DETERMINANTS OF NEW WORLD ORDER IN DOMENE MODERN SYSTEMS OF GLOBAL COMMUNICATIONS

Author(s): Vitomir Grbavac, Jacinta Grbavac, Božidar Tepeš

Affiliation: Faculty of Agriculture, University of zagreb, Zagreb, Croatia, Croatian Communication Association, Zagreb, Croatia, Faculty of Philosophy, University of Zagreb, Zagreb, Croatia

Key words: globalization, strategy, communication information technology information, global communication, information society

Abstract: This work deals with key questions concerning globalization in communications, which is in large strides ongoing in nearly every corner of the world. First, four mayor trends existing everywhere in global communications get to be formalized, and then each one of them is separately defined and analyzed so as a to contribute to the clarification of basic problems and their current sollutions in this domain. For instance , digitalization while whill undoubtedly get confirmed as one of the all –present generical trends , which to a lorge extent precipitated appea rance of the rest of them.In this work , some of the specific info –phenomena of the

modern society will also be considered, such as Internet and news market, which greatly influence contemporary culture and are right fully regarded as major factors in the fhiriving information revolution.Unhoped-for global communications developmentbrought up the need for estabkishing certain rules and standards, which is also topic of one of the analyses of this work, which deals with the problem – domain of the international caracter and its articles, especial from the standpoint of euro –integrations. All of the multicultural information society in specific manner, wich is being created as the result of all-inclusive events in this scientific area, and which is a reviewing subject at the end of this work

Informatologia, 39, 2006, 3, 137-239

Literature: Serial *Bibliographic level:* Analytic
UDC: 004.891:640.412 005:640.412 *ISSN:* 1330-0067
Coden: IORME 7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 39(2006) *Issue No.:* 3
Other identification: INFO-944 *Page numbers:*185-188
Received: 2006-03-15 *Issued:* 2006-09-12
Language –of text: Croat. *-of Summary:* Croat., Engl.
*References:*13 *Tables:* 0 *Figures:*0

Category: Author Review

Title: THE APPLICATION OF EXPERT SYSTEM IN HOTEL BUSINESS

Author(s): Vlado Galičić, Slobodan Ivanović

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

Key words: hotel, expert system, management.

Abstract:

Hotel employees which make contact with hotel guests, spend substantial part of their working time extending information on their hotel and the tourist destination. The substitution of an expert system for the guest-employee relations forms one of the possible ways to keep the guests informed timely and completely. When developing their expert system, which can ensure information and advice, learn about the guests and extend services, use the deposited expert instructions and their built-in estimation possibilities, hotel offers can be improved. Collecting and analyzing information for marketing purpose, the expert system can save time and money to the hotel, while, at the same time, obtaining important competitive preferences. The advantage of such a system consists of being always and in the same way available to the guests, who will, while using it, obtain all adequate information on hotel and the hotel offer.

Informatologia, 39, 2006, 3, 137-239

Literature: Serial *Bibliographic level:* Analytic
UDC: 371.3:004.738.5](497.113 Sombor) *ISSN:* 1330-0067
Coden: IORME 7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 39(2006) *Issue No.:* 3
Other identification: INFO-945 *Page numbers:*189-193

Received: 2005-06-09 Issued: 2006-08-12

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

References:1 Tables:0 Figures:2

Category: Author Review

Title: MISSION AND ORGANIZATIONAL PRINCIPLES OF E-LEARNING CENTER ON TEACHER'S TRAINING FACULTY IN SOMBOR

Author(s): Dragan Soleša

Key words: e-learning, knowledge engineering, knowledge exchange

Affiliation: Faculty of Teacher Education, University of Novi Sad, Novi Sad, Serbia

Abstract:

Modern education imposed more serious approach toward managing processes of acknowledgments. This trend is noticed in the world during the seventies of XX century. At same time with changing of concept of knowledge importance, PC technology is in a great expansion and applicative software develops with respect to well-known «user friendly» trend. The end of seventies, in 1978, invents the application based on hypertext and groupware. In the eighties of 20 century knowledge was treated as a corporate good although the classical economy did not admit that. At that time, development of system for knowledge management based on achievements of expert systems an artificial intelligence known within concepts as »systems based on knowledge«, »knowledge engineering«, »knowledge exchange«, »partnership in learning«, »organization which learn«. The Faculty for 21 century has to be based on new tools and assure teachers and student a simple and quick approach to total worldwide knowledge. For that reason today's is a last moment to start a radical change of system for teachers' education which would use an ICT more than before. Regarding to previously exposed facts, team for development on Teacher's Training Faculty develops and implements an interactive learning system in a frame of E-Learning Center adjusted to modern environment

Informatologia, 39, 2006, 3, 137-239

Literature: Serial Bibliographic level: Analytic

UDC: 024 021.7 ISSN: 1330-0067

Coden: IORME 7 Short title: Informatologia, Zagreb

Vol. No. (Year): 39(2006) Issue No.: 3

Other identification: INFO-946 Page numbers:194-198

Received: 2005-02-17 Issued: 2006-04-18

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

References:7 Tables:3 Figures:1

Category: Professional Paper

Title: LIBRARY STAND IN COMMUNICATING WITH LIBRARY USERS

Author(s): Ivo Tokić

Affiliation: Ina-Oil Industry, Zagreb, Croatia

Key words: special libraries, marketing, publishing, journals

Abstract: Librarians nowadays have an emphasized marketing need for presentation of their work. Library should be made visible in its environment, librarians are to

be presented as capable of meeting their users' numerous information requirements and achieving recognition for positive characteristics of their profession. A permanent column in a scientific-specialized periodical offers them opportunity for informing and educating the public, so as to form a positive opinion on libraries and library science in general. A large number of librarians invited to cooperate has perceived these features, therefore, with a positive response of readers and users, they have presented their libraries and other information topics to the expert and scientific public

Informatologia, 39, 2006, 3, 137-239

Literature: Serial Bibliographic level: Analytic

UDC: 316.7:654.197 ISSN: 1330-0067

Coden: IORME 7 Short title: Informatologia, Zagreb

Vol. No. (Year): 39(2006) Issue No.: 3

Other identification: INFO-947 Page numbers:199-203

Received: 2006-04-10 Issued: 2006-07-12

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

References:11 Tables:0 Figures:4

Category: Professional Paper

Title: ANALYSIS OF AUDIENCE REACH TRENDS OF POLITICAL BROADCASTS ON TV

Author(s): Anton Vukelić

Affiliation: Faculty of Mechanical Engineering and Naval Architecture, University of Zagreb, Zagreb, Croatia

Key words: television, observing rates, observing contribution, politics, political programmes

Abstract: In this paper author considers observing trends of political programmes on national TV channels in Croatia. Basic thesis suppose citizens' fatigue and surfeit by politics. Two continuum have been combined: participation in political subjects and the level of TV viewing. Research is based on precise measuring – average minute rating (AMR). Every minute it registers observing level of certain programme. Central problem of previous researches is evident in numerous factors that can determine watching of TV programmes, particularly those with political themes. Considering that problem, in this paper facts are taken from separated political TV shows in limited time period. Finally, one political TV show is taken as indicator of TV observers' relationship to politics. Paper suggests that there is a number of methodological problems in current research that is considering TV observing as the indicator of certain social processes. Those methodological problems have to be resolved if we want to be directed to reliable research facts and conclusions.

Informatologia, 39, 2006, 3, 137-239

Literature: Serial Bibliographic level: Analytic

UDC: 316.774:613.83 ISSN: 1330-0067

Coden: IORME 7 Short title: Informatologia, Zagreb

Vol. No. (Year): 39(2006) Issue No.: 3

Other identification: INFO-948 Page numbers:204-207

Received: 2006-01-20 Issued: 2006-05-12
 Language –of text: Croat. –of Summary: Croat., Engl.
 References:16 Tables:0 Figures:0

Category: Professional Paper

Title: ELECTRONIC MEDIA AND DRUGS

Author(s): Nikša Dubreta

Affiliation: Faculty of Mechanical Engineering and Naval Architecture, University of Zagreb, Zagreb, Croatia

Key words: social representation, electronic media, drug use, discourse analysis I, public discourse

Abstract:

Text is dealing with the social representation of drug use in Croatian electronic media. Discourse analysis I is used as relevant methodology in undertaking insight into dominant elements of public discourse concerned with drug use on Croatian public TV. Several aspects of public discourse have been considered: definition and differentiation of drugs; reproduction of stepping-stone hypothesis; reproduction of criminal and deviant context of drug use; creation of professional competence in a view of key actors in TV discussions. It has been shown that majority of broadcasted program makes no differences between various legal and illegal drugs. Stepping stone hypothesis and criminal approach to drug use is also reproduced and it is considered as problematic in just a few exceptions. Finally, professional competence on Croatian TV is designed without greater impact of actors in a field of social sciences, although is permanently pointed out that drug use is important social problem.

Informatologia, 39, 2006, 3, 137-239

Literature: Serial Bibliographic level: Analytic
 UDC: 659.131 ISSN: 1330-0067
 Coden: IORME 7 Short title: Informatologia, Zagreb
 Vol. No. (Year): 39(2006) Issue No.: 3
 Other identification: INFO-949 Page numbers:208-210
 Received: 2005-11-17 Issued: 2006-06-20
 Language –of text: Croat. –of Summary: Croat., Engl.
 References:6 Tables:4 Figures:0

Category: Professional Paper

Title: ADVERTISING TECHNOLOGY AND WAYS OF ESTABLISHING COMMUNICATION WITH THE PUBLIC

Author(s): Eduard Pavlović, Marija Vučić Peitl, Antun Peitl, Suzana Jonovska

Affiliation: Psychiatric Clinic, Rijeka, Croatia

Key words: advertisement, music instrument, contact

Abstract:

Background: Institution of Advertisements is the certain bourse of goods and services but it's the certain type of social communication, too.

Aim: The aim of this research was an analysis of advertisements linked on selling, buying and same acts according to music instruments. An analysis of type of communication between interested was the another aim of this paper. Both were analyzed in one five years interval.

Methods: The first analysis of advertisements of selling and buying of music instruments and the second analysis of type of communication between interested were made during April 2000 and were repeated during April 2005 and one year after during 2006. The advertisements were published in "Burza" Classified Advertisements for the Istria region and the Rijeka region. Intention of announcing such as selling, buying, renting and replacing of music instruments and the sort of music instruments and the kind of contact such as regular post, phone, mobile phone, e-mail, password etc. were entered into that registrar. Results were shown in absolute and relative values by tables. The descriptive statistic method was used in this research.

Informatologia, 39, 2006, 3, 137-239

Literature: Serial Bibliographic level: Analytic
 UDC: 342.7:007 ISSN: 1330-0067
 Coden: IORME 7 Short title: Informatologia, Zagreb
 Vol. No. (Year): 39(2006) Issue No.: 3
 Other identification: INFO-950 Page numbers:211-215
 Received: 2005-11-19 Issued: 2006-07-11
 Language –of text: Croat. –of Summary: Croat., Engl.
 References:15 Tables:0 Figures:0

Category: Professional Paper

Title: PRIVACY AND SURVEILLANCE IN THE CONTEMPORARY INFORMATION SOCIETY

Author(s): Stanislav Kink

Affiliation: Boarding School Ivan Cankar, Ljubljana, Slovenia

Key words: human rights, information society, privacy of communications, supervision, safety.

Abstract:

In the contemporary society of »omniopticon« the question of the meaning of such supervision arises since everybody and not only the state may supervise anyone. We are becoming a mere crowd supervised by countless video cameras. Similarly supervised are our personal data which we tend to leave voluntarily on the world web, our mobiles, our credit cards, our contacts with the administration etc. The question of privacy is becoming more and more a concern of the civil society which has become aware of the fact that the supervision in a broader sense may be positive but at the same time it may entail some negative consequences. The today's information society is a society of permanent surveillance. The strong link between the privacy and supervision is manifested by the use of sophisticated technology which can be applied for purposes never envisaged at the moment when such high-tech was created. The rapid development of new possibilities in information technology has simultaneously been followed by new possibilities of surveillance. Our communication and information privacy attracted the negative attention of the state. Due to the constant narrowing of the space available to individual's privacy the legislature tends to adapt to the development changes.