



CONTENTS

CONFERENCE PAPERS

Maja Žitinski: EDUCATION IS A MORAL CONCEPT.....	137
Đorđe Nadrljanski, Mirjan Nadrljanski, Mila Roguljić: BENEFITS AND LIMITATIONS OF E-LEARNING IN CANCER PREVENTION	142

ORIGINAL SCIENTIFIC PAPERS

Janja Črčinović Rozman: ASSESSING A MUSICAL CREATIVITY IN ELEMENTRAY EDUCATION.....	148
Ivanka Avelini Holjevac: SOCIAL RESPONSIBILITY AS INFORMATION DIMENSION OF QUALITY OF LIFE.....	153
Majda Pšunder, Maja Korošec: A COMPARISON OF INITIAL SECONDARY SCHOOL TEACHER EDUCATION SYSTEM IN TWO EU COUNTRIES (SLOVENIA AND AUSTRIA)	159

PRELIMINARY COMMUNICATIONS

Nihada Mujić, Jelena Legčević: EARLY DETECTION OF SIGNALS OF CHANGES IN THE STRUCTURE OF TRANSITION SOCIETIES	164
---	-----

Sandra Soče Kraljević: THE USAGE OF MARKET RESEARCH DURING THE SEGMENTATION OF BUYERS .	170
---	-----

AUTHOR REVIEWS

Vitomir Grbavac, Jacinta Grbavac, Božidar Tepeš: THE STRATEGY DETERMINANTS OF NEW WORLD ORDER IN DOMENE MODERN SYSTEMS OF GLOBAL COMMUNICATIONS	177
---	-----

Vlado Galičić, Slobodan Ivanović: THE APPLICATION OF EXPERT SYSTEM IN HOTEL BUSINESS	185
--	-----

Dragan Soleša : MISSION AND ORGANIZATIONAL PRINCIPLES OF E-LEARNING CENTER ON TEACHER'S TRAINING FACULTY IN SOMBOR	190
--	-----

PROFESSIONAL PAPERS

Ivo Tokić: LIBRARY STAND IN COMMUNICATING WITH LIBRARY USERS.....	195
---	-----

Anton Vukelić: ANALYSIS OF AUDIENCE REACH TRENDS OF POLITICAL BROADCASTS ON TV	199
--	-----

Nikša Dubreta: ELECTRONIC MEDIA AND DRUGS	204
---	-----

Eduard Pavlović, Marija Vučić Peitl, Antun Peitl, Suzana Jonovska: ADVERTISING TECHNOLOGY AND WAYS OF ESTABLISHING COMMUNICATION WITH THE PUBLIC	208
--	-----

Stanislav Kink: PRIVACY AND SURVEILLANCE IN THE CONTEMPORARY INFORMATION SOCIETY	211
--	-----

SCIENTIST AND SCIENTIFIC INSTITUTIONS OF INFORMATION AND COMMUNICATION SCIENCE

Željko Panian, Faculty of Economics and Business, University of Zagreb, Zagreb, Croatia.....	215
--	-----

Hacettepe University, Universtiyy of Ankara, Ankara, Turkey	222
---	-----

BOOK REVIEW.....	224
-------------------------	-----

NEWS.....	225
------------------	-----

AUTHOR INDEX	239
---------------------------	-----