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Category: Original scientific paper
Title: THE DIALECTICS OF MEDIA POWER AND THE ELECTORAL BEHAVIOUR OF CITIZENS (THE 2003 GENERAL ELECTIONS IN CROATIA
Author(s): Mario Plenković, Slobodan Hadžić, Mladen Kučič
Affiliation: Faculty of Graphic Arts, Department of Communication Science, Zagreb, Croatia
 Croatin Communication Association, Zagreb, Croatia
 Key words: media, public, media research, parliament elections, media campaign
 Abstract: A research into the political-scientific and communicational aspects of the dialectical power of the media, or the lack of it, in the process of electoral behaviour, taking the 2003 general elections in Croatia as an example. The research covered the period September 1 – November 30, 2003. The methodology chosen and implemented was in line with contemporary trends in similar researches of the media and election and political campaigns. Authors point out the complexity of studying these problems that are currently in the focus of communication and political scientists. The research findings have confirmed the initial hypothesis in full. Authors of this research concentrated their attention on examining mutual correlation between media visibility of political options/politicians and electoral behaviour of citizens. An inductive/deductive analysis of media presence was also conducted, in correlation with the funds invested in promotional campaign and propaganda. The research findings indicate there is no one-dimensional relationship of cause and effect between media visibility and electoral behaviour. The closing interpretation of research findings clearly indicates that voters' opinions before and after an election campaign do not differ significantly, meaning they were only slightly influenced by the media campaign

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Category: Preliminary Communication
Title: THE INFLUENCE OF SCIENTIFIC RESEARCH ON DEVELOPMENT OF HIGH TECHNOLOGIES AND THE STRUCTURE OF INDUSTRY IN POLAND
Author(s): Zbigniew Makięła
Affiliation: Higher Vocational State School in Jarosław, Jaroslaw, Poland
 Key words: science, technologies, communication, Internet
 Abstract: It is necessary to regard development of modern technologies as the phenomenon of contemporary times. The distribution and usage of communications satellites in the geostationary orbit began the true revolution first of all based on the changes to reach the most faraway places on the earth with demanded information. Information is practically being transferred immediately and in the age of more and more popular decoders it is difficult to censor it. The common access to Internet makes possible the immediate contact between interested persons located in any places on the globe. Certainly, metropolitan units are preferred but it is because of the bigger access to Internet portals in cities in comparison to the country sides. It is necessary to regard development of Internet as one for basic process of the globalization since it did not only make possible the direct touch between users but it also changed relations between the sender and the addressee of information. Up to this moment the receivers did not have any impact on the quantity, the quality and the content of the information sent to them, they were only able to deliver it passively. However the Internet for the first time in history of the world changed the receivers of the information senders, being able to edit and to spread information farley basically bypassing all kind of censorship. Taking into consideration the fact that the Internet has the worldwide range (that means the information introduced to the network on request can reach the most far-away places of the globe), it placed the average users equally to powerful publishers. Every user not only has the access to practically infinite information, but also to assume an attitude towards it and to give voice to it in the network.

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Category: Preliminary Communication

Title: INFORMATION PERMEABILITY IN THE CONTACT AREA BETWEEN THE EU AND UKRAINE

Author(s): Roman Fedan

Affiliation: Higher Vocational State School in Jarosław, Jarosław, Poland

Key words: penetrability, borders, growth, development, transport

Abstract: The main condition of correct functioning of borders regions is the level of penetrability of the borders, besides the readiness of the administrative and local government as well as the local Community to take up and solve common projects and problems connected with the border region and creating the right conditions to raise their locational attractiveness which undoubtedly is one of the conditions needed to stimulate the social- economical growth. It is necessary to create the positive image and good- neighbourly border cooperation through the organization of scientific symposia, the conferences and meetings of the intergrational character, organizing sports events, the exchange of young people, festivals and feasts promoting folklore and local traditions which will contribute to removing stereotypes based on the common history. These purposes should realize systems of trans- border technical-economical infrastructure and above all infrastructure of transport. Currently the condition of the frontier infrastructure arouses a lot of provisions, there is a need to develop the network of transport. For this reason the construction of the transport corridor intergrating regions of Poland and Ukraine is fully justified. The most urgent enterprise is the construction of the A4 motorway which will fulfil transit functions of Poland and from the European point of view it will intergrate our transport system with the system European transport. From the point of view of the Europolitics purposes the motorway will become also a factor shortening the period of intergration of Ukraine with European Union. The factor strengthening the level of transport links of the Rzeszów and the airport in Lvov. The development of the air transport contributes to the development of metropolitan functions of Rzeszów and Lvov.

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Category: Author Review

Title: EDUCATIONAL POTENTIAL OF COMPUTERS IN ELEMENTARY

SCHOOL TECHNOLOGY CLASSES

Author(s): Amand Papotnik, Danijel Šic, Gorazd I. Gumzej

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

Key words: technics and technology, computer, computer strategies, training-educational process, knowledge, skills, habits.

Abstract: The article deals with the possibilities of using a computer as a teaching aid and technics and technology. By using the computer strategies, which are logical at technics and technology, it should be emphasized that computer is a very important teaching means, but not at all the only medium, by which the aims can be realized. In this article it is represented, how a computer is being included into the process of education, where a student in cooperation with a teacher and with other teaching materials is acquiring new knowledge, skills and habits. The research of computer usage has shown, that various of the computer strategies can represent an important influence on the training-educational process, however, it will not be able to replace practical work and experimentation, which should represent the bases of technics and technology teaching in future, too..

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Category: Professional Paper

Title: SOCIAL AND INDIVIDUAL TECHNOLOGICAL
CONSEQUENCES –
DESIGNING SENSE OF LIFE AND LIFE STYLE IN
CONTEMPORARY CONDITIONS

Author(s): Stjepan Jagić, Jasmina Vrkić-Dimić

Affiliation: University of Zadar, Department of Pedagogy,
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Key words: scientific and technological development,
explosion of science, social and individual consequences,
sense of life, life style, structured spending of leisure
time

Abstract:

This article discusses the consequences of rapid scientific and technological development from the perspective of the society or an individual. However, these consequences are difficult to predict due to their dynamics and indirect influence on people's everyday life. Technological consequences at the individual level are another issue to be investigated. Continuity and the pace of introducing new technologies determine the need for permanent adjustment to new conditions, so people have to get familiar with new technological solutions as soon as possible, accept them and control them. All this can lead to creation of qualitatively new culture of living. Sometimes an individual becomes lost or cannot adjust him/herself adequately, which can lead to spiritual impoverishment and poorly spent leisure time. The possible solution of this significant contemporary problem is to design and upgrade the sense of life and life style, to form personal life themes through everyday high quality activities that are often related to teaching, studying and structural forms of spending leisure time, such as sports, hobbies, reading, creative and artistic activities etc.