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*Page numbers:* 115-126  
*Language –of text:* Germ. – *of Summary:* Germ.,Engl.  
*References:* 23 *Tables:* 2 *Figures:* 2  
*Category:* Original scientific paper  
*Title:* ROLE OF ICT IN TEACHERS' TRAINING FOR IMPLEMENTING CHANGES  
*Author(s):* Liljana Kač, Majda Pšunder<sup>1</sup>  
*Affiliation:* Ministry of Education, Ljubljana, Slovenia;  
 Faculty of Arts, University of Maribor, Maribor, Slovenia<sup>1</sup>  
*Key words:* teachers' training, blended learning, digital literacy, foreign languages, ICT  
*Abstract:* The article presents the blended learning method in foreign language teachers' training used during a gradual implementing of the second foreign language in the primary schools. Its main aim was in development of teachers' digital literacy. The article describes the baselines, process and content of teachers' training as blended learning as well the results of research on ICT use by teachers participating in the experiment. The research results indicate that through the blended learning the digital literacy of the teachers was developed and the use of ICT at foreign language classes was increased and become more efficiently. The designed teachers' training program served later as a model for teachers' mentoring network.

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*Received:* 2012-04-05  
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*Page numbers:* 127-150  
*Language –of text:* Croat. – *of Summary:* Croat.,Engl.  
*References:* 44 *Tables:* 0 *Figures:* 0  
*Category:* Original scientific paper  
*Title:* INFLUENCE OF MULTICAUSAL APPEARANCE OF NEW MEDIA AND SOCIAL NETWORKS ON EMPIRICAL EVALUATION OF MEDIA COMMUNICATION  
*Author(s):* Mario Plenković<sup>1</sup>, Darja Kupinić Guščić, Slobodan Hadžić, Mladen Kučić  
*Affiliation:* Department of Communication Science, Faculty of Graphic Arts, University of Zagreb, Zagreb, Croatia<sup>1</sup>; Croatian Communication Association, Zagreb, Croatia  
*Key words:* communication, new media, social networks, media communication evaluation, public relations, methodology of measuring communication  
*Abstract:* In this study authors are analyzing methodological, theoretical and practical results of media communication evaluation in the new digital and multimedia convergent environment. Communicology empirical analyses is being performed considering the impact of visual communication (existing visual elements and multimedia content) on empirical evaluation of contemporary media communication in theory and practice

of public relations. Holistic theoretical explication is performed in context of new communicological interdisciplinary understandings affecting the structure of the media public (public opinion). Multicausal appearance of new media and social networks authors are observing from the stand point of media communication empirical evaluation in context of development of the new single communicological discipline public relations. The study analyzes paradigmatic theoretical and methodological cognitions for multicausal research and evaluation of new media, social networks and visual communications. In methodological part of the study authors are quoting basic methodological disputes and restrictions, deciding upon deficiency of unique methodological instruments, in spite of evident needs the business community shows for establishing integrated methodological model for empirical evaluation of media communication. In research part authors conclude deficiency in evaluating visual communication elements, while visual in multimedia communication is becoming increasingly important. Media communication and public relations evaluation is in the focus of interest for modern business community, academic circles and professional institutions studying and evaluating effective professional public relations.

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*Other indetification:* INFO-57 *Issue No:* 2  
*Received:* 2012-04-06  
*Published:* 2013-03-03  
*Page numbers:* 151-163  
*Language –of text:* Engl. – *of Summary:* Croat.,Engl.  
*References:* 14 *Tables:* 0 *Figures:* 0  
*Category:* Original scientific paper  
*Title:* SOCIAL VALUES OF NORTH AMERICAN INDIAN RELIGIONS  
*Author(s):* Dragoslav Kočović  
*Affiliation:* Faculty of Political Science, Belgrade, Serbia  
*Key words:* Indians, tribe, Great Power, Great Spirit, Great Mistery, ghosts, universe, rituals, ceremonies, sacred places, sacred objects, sacrifice  
*Abstract:* American Indian religions are not technological. They are not the philosophy of civilization, but the philosophy of the society's final revelation. Everything is created in a time that cannot be measured, all of creation is the final and perfect, order of things and relationships exists: the forces of the universe, the spirits of plants, animals, nature and people. Perfection is in the man's respect for the laws of nature, i.e. the world of spirits and the universe which is finite in balance and harmony. This is the philosophy of the power of nature and the universe, helping a helpless man through gifts given to him: rain, sun, fruits, plants, animals and others, provided that he shows gratitude and respect. Here, man is not above nature, and based on this philosophy the world is not created in honor of a man or a man is over nature and everything in it. In the best case, man is equal to all forms in nature and must respect them and show gratitude, thus maintaining harmony and balance. For Indians, the world is not only a physical but also a spiritual space. In that duality, man is walking on a daily basis, shapes and directs

hiws own life. Importance of this religious philosophy is undoubted, especially today when the world faces a series of consequences that are unsolvable because they are the result of gross and severe violation of natural laws. Unscrupulous race for profits visibly destroys the natural clock and the natural laws being adjusted for millions of years, resulting in endangered wildlife, endangered ecosystems, seriously questioning the survival of man and organized societies on the planet.

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*Received:* 2013-04-18  
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*Page numbers:* 164-172  
*Language –of text:*Croat. – of Summary: Croat.,Engl.  
*References:* 16 *Tables:* 3 *Figures:* 3  
*Category:* Preliminary Communication  
*Title:* MANAGERIAL ETHICS IN PUBLIC RELATIONS: CHANGES AND CHALLENGES  
*Author(s):* Ines Milohnić, Maja Šustar  
*Affiliation:* Faculty of Tourism and Hospitality Management, Opatija, Croatia  
*Key words:* ethics, managers, hotels, public relations, ethical code

*Abstract:* Many hotel companies have acknowledged the role and importance of ethics that are gaining more recognition especially in the profession of public relations. Ethical dilemmas they encountered are getting more and more frequent, and deviation of ethical norms is getting more and more expressed. This study tends to indicate the meaning of ethics, respecting the code of ethics of the organization as well as ethical/unethical behavior in everyday business. The research was taken during year 2013 and the target group has been made out of public relations managers in hotel companies of Primorsko-goranska County. The research results show that public relations managers largely stick to the organization's code of ethics that is behavior according to the ethical standards. The research indicates modification/shift of manager's perception of unethical activities, starting from the material ones to the personal ones. Finally, authors suggest a continuous improvement of managerial ethics (standards) by implementing activities that would contribute to a responsible and ethically founded behavior of the organization, promoting the ethical behavior, encouraging the implementation and use of code of ethics in business as well as monitoring the implementation of it.

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*Other indetification:* INFO-59 *Issue No:* 2  
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*Published:* 2013-08-12  
*Page numbers:* 173-19  
*Language –of text:*Croat. – of Summary: Croat.,Engl.  
*References:* 20 *Tables:* 1 *Figures:* 18

*Category:* Authors Review

*Title:* RETROSPECTIVE AND PERSPECTIVE OF COMMUNICATION TECHNOLOGY: SOCIAL AND TECHNOLOGICAL ASPECTS

*Author(s):* Jacinta Grbavac, Vitomir Grbavac, Antonija Krtalić<sup>1</sup>

*Affiliation:* Croatian Communication Association, Zagreb, Croatia; faculty of Social Sciences, University of Herzegovina, Međugorje, Bosnia and Herzegovina<sup>1</sup>

*Key words:* communication technology, Internet technology, information society and multimedia

*Abstract:* paper presents the development of a chronological range of communications technology that have significantly affected the sphere of human communication, making different depending on communications, communication networks and communications technology, in order to improve the general climate of communication in organizations, communities and civilizations. Seen in this context, the paper presents the research performance of individual communications, technology and media. Media is running through the print media (newspapers, magazines and books), while communications technology like telephone technology, film, audio, radio, television (analog, digital, and Internet), and satellite communications technology, home multimedia, computer technology (PCsandlaptops), and Internet technologies, and the convergence of the songs and dynamic beats communications technology as new communication platform/information society with asynergetic impacton people, families and society as a wise community.

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*Received:* 2012-02-18  
*Published:* 2012-07-12  
*Page numbers:* 197-200  
*Language –of text:*Croat. – of Summary: Croat.,Engl.  
*References:* 4 *Tables:* 0 *Figures:* 6  
*Category:* Professional Paper  
*Title:* "EURO" - THE ANIMATED MOVIE, E-LEARNING IN ELEMENTARY SCHOOLS IN SERBIA  
*Author(s):* Slavoljub Hilčenko  
*Affiliation:* College of Education Science, Subotica, Serbia  
*Key words:* e-learning, elementary education, animated movie

*Abstract:* Euro passes through the turbulences and the survival calamities. On the other hand, there are states on the Balkan's and amongst them Republic of Serbia, that want accession to the European Union. The purpose of this article is to show how pupils in elementary schools can be introduced with the Euro currency, coins and paper bills, throughout the application of an attractive animated form. Thereby, our instructional team works on the project of realization a movie that presents paper bills and coins of Euro money, as well as relationships, in an interesting, available and instructive manner. Besides the animated movie, the project will comprise a didactical and methodical teacher's guidebook and an interactive quiz that will enable pupil to check their knowledge.