Abstract: The study focuses on Czech emigrants leaving their home country for the USA from the half of the 19th century, and on the consequences of the new intercultural situation which they faced in the USA, namely its impact on their lives and language. These facts are being observed through analyses of Czech-American press, reason being that émigré journalism reflects all the relevant changes occurring in the lives of immigrants. The study concentrates on the 1860s and 1870s because it is in this period that interculturality is most apparent in the lives of the Czechs in the USA. The author analyses both the content and the language of the periodicals. Attention is paid to ethno-methodological conversation analysis, namely the transformation of social categories which the immigrants endorsed in relation to their ethnicity. Special attention is also being paid to the Americanization of the Czech language in its early phase.

Abstract: Research is placed at the very foundation of religious communication and in that regard it must arrive to the essence of the creative potential because it represents depth and warmth of the spirit where both intellectual and spiritual effort come together without which there may not be soaring. Freedom of spirit and personal spirituality are the most efficient elements for improvement of not just individual but social life as well, for establishment of moral attitudes and values, development of cultural heritage and creation of an internal balance. Freedom of spirit and civilisation are not a privilege of a few members of society because culture and religion are not biologically transferrable complexes, there is not anyone at such a low level of cultural life who does not have some higher cultural pattern or even the very civilisation derived from religious and philosophical ideas available. If it is however necessary to speak in a manner which reduces the level, because it shall require "stooping" towards individuals or mob and their cold minds, the conversation shall spread to them "down below" thanks to the influence left by freedom and civilisation. Freedom, being a need at the foundation of creative potential, in the process of religious communication, may never be too emphasized because origination of spirituality within a man, and its development depend a great deal on the freedom of spirit and thus we come to the conclusion: the more free one is the more one is independent within oneself and towards oneself and more understanding with others. In that regard, communication shall be directed to cooperation and joining with others, similar to oneself, since "only those who are similar may communicate." Interactions with others present a major feature of social life and thus of spiritual and cultural development. Communicating is consistent with concrete needs of human interaction and thus creates the conditions for mutual understanding, making the mutual adjustments easier and making coordination of sometimes complicated relations possible.

Abstract: Multicultural structure of Croatian society poses the necessity of implementing intercultural education through the educational system. Considerations and research of obstacles and potential, and consequently, creation and support of the conditions for the promotion of mutual understanding and acceptance of different cultures are essential for its effective realization. The aim of this empirical study was to investigate the attitudes of Croatian high school students toward minority groups. The survey included 1,471 students of Croatian nationality who attend different high schools. The data were collected by means of a questionnaire designed for this survey. The analysis of the results revealed that high school students reported moderately positive attitudes towards members of minority ethnic groups. It was also found that there was a statistically significant difference in attitudes to minority groups based on gender, type of high school and class.

Title: ELEMENTARY TEACHERS COMPETENCES FOR MULTIMEDIA LEARNING MATERIALS PRODUCTION
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Key words: multimedia learning materials, digital competencies, e-learning materials, elementary education, classroom teacher
Abstract: Advancement of computer hardware and software authoring tools has enabled wider use of multimedia learning materials in elementary education. Elementary education (lower level primary school) teachers should consider the advantages of multimedia learning materials. They are not just users of readymade multimedia learning materials, but also producers or disseminators. Teachers' competency level in the application of multimedia learning materials is growing. Introductory courses and increased availability of educational technology equipment have changed the teaching paradigm. Even elementary teachers in primary schools should have competencies for creating e-learning materials. The differences between recommendation and reality can only be established with data, and in our case we use surveys. The work of elementary teachers as creators of multimedia learning materials and their motivation are discussed in this article. Our research is focused on teachers at lower levels of primary schools (elementary education) as they are the first step in the educational pyramid.

Title: CONTRIBUTION TO E-TOURISM DEMAND MODELLING
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Key words: Information and communication technology (ICT), e-tourism demand, econometrics modeling, mathematical model, dependent variable, explanatory variables
Abstract: The tourism sector has experienced several significant changes over the past decades due to the strong development of the information and communication technologies (ICT). The technological revolution experienced through the development of the Internet has changed dramatically the market conditions for tourism organizations. ICTs evolve rapidly providing new tools for tourism development and rerouting. As known, tourism is defined and characterized by the demand side, it is therefore important to detect and define the various factors that determine it. Tourism demand modeling and forecasting have been an issue under examination in many researches. A large number of econometrics studies used, both time series and econometric approaches to model and forecast tourism demand and its various determinants. As known, tourism demand can be defined as a set of goods and services that people acquire to accomplish their journeys, expressed in term of quantity. Among different factors that influence tourism demand income, prices, substitute pries, and other variable are mentioned as determining measures or explanatory variables that affect the quantity of goods or services purchased. On the other side of the tourism demand function, as the dependent variable, most commonly the number of tourists or the number of tourists overnights are investigated. The paper presents the authors endeavor to express a theoretical e − tourism demand model, as a mathematical function that indicates the presence of a relationship between the dependent variable, expressed by the number of tourists' overnight stays and a number of commonly used explanatory variables. Due to the growing importance of the information and communication technology and its great influence on the tourism sector, the authors research the possibilities of adding some additional supplementary independent variables i.e. the number of internet users, the number of overnights stays that were booked online or the number of online reservations to stress and represent the significant role play by the information and communication technology in determining the e-tourism demand.

Title: ICT AND IDENTITY THEFT
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Key words: ICT, identity theft, protection, criminal proceedings
Abstract: Modern information and communication technology, apart from their numerous advantages, bring with themselves new forms of threats and dangers to which any of their users are exposed. One of the most serious is the identity theft through ICT which is the matter of concern not only for the victims but also for the experts in IT and legislation. This paper analyses technological and legal aspect of identity theft. Concerning technological aspect, the paper recognizes the manners of identity theft through ICT and the methods and techniques which ICT users can apply as their protection. With regard to legal aspect the paper examines the possibilities for protection within the existing legal framework and points out the possibility of its advancement by analyzing the experience obtained worldwide. All mentioned in the paper is

aimed at protecting of the ICT users and also at creating preconditions for criminal proceedings of identity thieves.

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Key words: communication, management, competition advancement
Abstract: In order to survive, business organizations need to create and maintain the ability to overcome their rivals in the competitive market of today's globalized and networked world. To achieve this, business organizations need to find an answer to the question of how to do something better, or different than their competitors, and to have that so accepted by the potential customers. In theory and in practice, this kind of activity is known as strategic management. To achieve its goals, a business organization communicates with its surroundings, and by doing this, the communication itself becomes an important part of strategic management. To put it most simply, the surroundings can be perceived as the interior or the exterior one. Communication with the interior surroundings has in its goal to create a product or a service, and communication with the exterior surroundings has in its goal to sell that product or service. The process of exchange begins and ends with communication. Therefore, communication becomes an instrument for, and the area of achieving competition advancement. The satisfaction of customers can't be achieved without the satisfaction of people who communicate with the customers directly, or indirectly.