Title: SOCIO-DEMOGRAPHIC CHARACTERISTICS AS FACTOR OF CONSUMERS' BEHAVIOR
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Abstract: Knowledge management is a general framework, concept that comprises the knowledge discovery process, learning techniques and collection of data mining algorithms. The paper researches the possibilities and advantages of supervised learning and knowledge base within the whole knowledge management in the process of market research. Knowledge management is a general concept of organizing, extracting, deployment und using the knowledge within an organization. The final goal is addition of the new knowledge in all functional areas of organization and use of knowledge to achieve strategic advantages and realize the defined and accepted goals of the organization. The paper is focused on marketing and discovering customers' behavior determined by their demographic characteristics. It is shown in the paper that the supervised learning and knowledge base as components of knowledge management may be successfully implemented in marketing in description and forecasting of customers' behavior.

Title: A STUDY OF CONTENT BASED IMAGE RETRIEVAL USING ENHANCED RADON TRANSFORM SPACE FEATURES SET BY PCS AND LDA TECHNIQUES
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Abstract: Image Retrieval is very one of the biggest task in the recent years. It is widely used in many real time databases to retrieve related images in various fields like medicine, military, online shopping etc. This paper offers with using radon transform followed by PCA and LDA techniques for image retrieval is called as Combined Radon Space Features Set (CRSFS). Caltech 101 database image sets used in this paper. The correct direction is select means the computation time and complexity of operation is less to achieve good retrieval rate.

Title: THE COMMUNICATIONAL BIBLICAL MOTIVE OF SELF-PERFECTION IN AN ETHICAL REFLECTION ON SIN, SHAME, REMORSE AND FORGIVENESS
Author(s): Milan Petričković
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Abstract: The generically determined purposefulness of moral self-perfection of man, as an important paradigm of Christian philosophy, is often illustrated through the Biblical stories which reveal various ethical aspects of sin, shame, remorse and forgiveness. In that context, the ethics as a philosophical discipline oriented towards the overcoming of the current man's being, through his constant moral transformation, can reveal in the Bible epistemologically valid ethical reflections in harmony with moral character: sin, shame, remorse and forgiveness. With these moral dimensions in dialectical causality there are also other fundamental ethical issues, like the relation between the being and the need, moral consciousness and conscience, freedom, free choice, moral choice, moral virtues, moral acting, moral judging, moral sanctions and many other moral layers of man's constant transformation.

Title: BETWEEN THE LINES AND THROUGH THE IMAGES

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Key words: media, manipulation, control, media education

Abstract: Media considerably contribute to the shaping of modern society because they influence the formation and change of public opinion, as well as the adoption of imposed cultural values that are, due to subtle manipulation methods, accepted as "free" formed views. In situations where media methods, based on words and images, fill in the gaps in the real world and provide a surrogate for the economically and culturally impoverished society, the media become a tool that allows control of individuals and groups. Resisting to be overtaken by the crowd mentality, which thinks in accordance with the media imposed pattern, is possible only if we, as a society, engage to educate the recipients of media messages, so they could be able to "defend" themselves from the media-falsified reality. Media education is a prerequisite for critical assessment of social values as well as the values of and the commercialized culture.

Title: EDUCATION OF JOURNALISTS AND COMMUNICATIONSCIENTISTS IN THE REPUBLIC OF CROATIA

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Key words: media, education, communication science

Abstract: This paper reports on the research results of the research project "Croatian media communication in convergent media environment: Contribution to the development of education of journalists and media experts in Croatia", referring to a longitudinal study conducted in Croatia from 20th of January 2006 until 20th of December 2012, on a representative sample of 210 journalists and media professionals who work in the programs of education of journalists and media professionals in Croatian universities, colleges and specialized internal journalism schools. The paper further comparatively examined the attitudes and opinions of journalists and media professionals about their knowledge of models of education of journalists in the region, Europe and other countries with developed journalism and traditional media. Models of education of journalists and media professionals can not be compared to education models in other countries with a highly developed tradition in education of journalists and media professionals. Although, the obtained research results point to positive trends that are introduced into educational programs (communication theory, media communication, public relations, media democracy, media freedom, media law and media ethics) and new ICT technologies (new media, Internet and Social Networks) as the core of program development for the education of journalists and media professionals in Croatia.

Title: ECOLOGY BETWEEN POLITICS AND ECONOMY

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Key words: ecology, environmental awareness, environmental law and the common law (the common law of mankind), the policy of environmental security, political and economic power, environmental security

Abstract: Modern trends of socio-economic and technological development have a feature of permanent and the quickest changes in the history of human civilization. The consequences of such development raise many issues of sustainable development of our society in general and in particular. Although ecology has the character of requirements for sustainable development, in the latest developments, the question of its fate is importantly allocated by problems of relations between politics and economics. With these problems are opened main questions of this paper - how to survive development, to differentiate the interests and satisfy the assumptions of survival? In these changes which are globalizing ecology has a common interest and permanent needs of people and their communities. However, it is intended that this paper analyzes the consequences for that interests of the relationship between politics and economics in the current dynamics of the overall development. Expected results should contribute to the harmony between the political and economic interests and the needs of people on the one hand and ecology on the other hand, all in the human community, and not only in the state as a social and political community.

Title: TEACHING RUSSIAN THROUGH TRANSLATIONS

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Key words: education, russian, translation

Abstract: The paper focuses on the use of translation in the linguistic course. I suggest that by reading, analyzing and discussing translations students can improve their knowledge of Russian, learn about the functions of the language and understand how social relations of power are exercised and negotiated in and through discourses. Ideologically adapted translations were chosen for the practical step of the activity to raise the students' interest and to avoid mechanical word-for-word translation which is time-consuming and not so motivating. The chapter outlines the course in which the students are offered examples of ideologically adapted translations for analysis. The students were asked to identify lexical transformations and to use the dictionaries if necessary. In the second step of the activity the students shared their ideas with the teacher. After that the students translated those examples which were entirely adapted, bringing them closer to the original.