Title: THE FACTORS AND CONDITIONS OF NETOHOLISM IN THE PERSPECTIVE OF THE DIAGNOSTIC RESEARCH
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Key words: internet addiction, polish young citizen, information society
Abstract: This paper is an excerpt from the research conducted by the authors in cooperation with the Regional Educational Authority in Katowice (Poland). The analysed problems involve the phenomenon of new media addiction from the perspective of school pupils in the Bielsko-Biała poviat. The issues commented herein are an attempt to present the conditions that determine uncontrolled computer and Internet overuse in the context of the popular e-services as well as self-awareness of children and youth in this area.

Title: JOURNALISTS' PERCEPTION OF THE IMPORTANCE OF SOCIAL NETWORKS IN THE PRODUCTION OF MEDIA CONTENTS
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Key words: social networks, reliability, media contents, checking information
Abstract: Media communication is now inconceivable without the use of social networks. Social networks have penetrated every pore of both business and private life. What's more, these two spheres often overlap in the realm of social networks. The objective of this paper is to research the perception journalists have of the importance of social networks in the production of media contents. We started from the presumption that social networks influence upon the production of media contents and aimed at establishing to what extent that is true. We wished to establish how social networks altered the manner of operation of journalists and verify whether they check the reliability of published contents. Our focus was on considering whether they use social network sources and subsequently mention them as unnamed or whether they name them. We also considered the influence of public relations on social media contets. Other issues we considered include the role of social networks in crisis communication, with respect to their reliability. We investigated how much time journalists spend on social networks and whether they are more beneficial or harmful to their work. The research was conducted using the focus-group method, with participation of 13 journalists in two focus-groups. Most respondents agreed that in their work, social networks do more good than harm. This is true only if, when using these contents, they never lose from sight the basic principle of journalistic profession: checking the reliability of information.

Title: COMMUNICATIONAL COMBINING WORK AND FAMILY LIFE; IMPACT ON MATERNITY
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Key words: combining professional and family responsibilities, employed women, female students
Abstract: Combining professional and family responsibilities is an important factor that affects model families who prefer working women in Croatia. The dual- earner family model today is the norm in most developed countries. The aim of this study was to examine the values of family and work life, and what is family model favored by students of the Economics Faculty in Zagreb. The research survey on a sample of 420 students of Economics Faculty various ages, using statistical techniques, we examined the preferred forms of family and student attitudes on preferences that are in the labor market. Results show that among the vast majority of tested students preferred model of two earners in a family where both parents are doing paid work outside the household. 40% of students considered to be optimal to have two children and work full time, while 30% think that it is optimal to have one child. To achieve a successful career, 30% of students considered the desirability of one child, 37% two children, and that the number of children is not considered a significant 29% of female students. It is interesting to realize that successful family life only 4% thought that one child is enough , tells us about their willingness to achieve motherhood with two or more children. It is revealing that about 30% of women disavow work outside the home to raise their children. 95% of female students wants career in paid work and have children even though it says that the commitment of future economist in reconciling work and family life.

Title: DEEP COMMUNICATIONAL FEELINGS OF LIVES DEATH IN SUICIDE :
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Abstract: The aim of this research was to explore the power or intensity of lives feelings on the entombment of their dear or intimate persons who commited suicide. Random chosen 30 healthy males and 30 healthy females were queried in condition of voluntary and anonymity were planed. The questionnaire of 5 feelings / feeling categories were offered in abc following (bitterness, confusion, coward, guilty, imposture) was used but every of them was acquired its position from 1st to 5 th accoding to power of intensity. Preliminary results show that queried persons in thinking on the entombment of their dear and intimate perons who commited suicide mainly feel confusion and then bitterness and some imposture. To discuss is how importance of the culture, religion or medium are in making these feelings. The conclusion could be that mainly both gender feel confusion on entombment of their dear and intimate persons who commited suicide.

Abstract: Modern technique and technology are both undoubtedly a product of cumulative scientific development. However, when scientific and technical-technological development is examined and explained in relation to social progress, there is misunderstanding in approach to the connection. In the core of the misunderstanding is the essential notion of the connection; some see it as scientific-technical or scientific-technological revolution, and the other see it as the process of "scientification". There are widespread views in modern science that see social progress as rectilinear advancement under the exclusive influence of science and its technical-technological application in the work processes and social organization. For that seemingly universal influence of science and technique on social processes and social development, many scientists have "found" a convenient syntagm – "scientific-technological/scientific-technical revolution". Such a syntagm have been, almost unquestionably, used in the meaning of basic characteristic of modern societies in "implicit" cognitive (and especially non-cognitive) contexts, since 1960s. Although less widespread, there are notable attempts in the contemporary science (particularly in sociology) to have more contentual (and more realistic) view of relation between science and technique/technology, and that approach is named as a process of "scientification". It is understood not as "revolutionary overturn" but as more or less contradictory, continuous and cumulative process of the inclusion of science in the production, implying pervasion of work factors (objects, means, organization and work-professional skills of employees) , as well as pervasion of broader social practices and objective-rational ways of its orientation. In that way "scientification" approach to the study of relationship between science, technique/technology and society is recognized as critical evaluation of concepts of "scientific-technological/scientific-technical revolution". Every criticism is challenge by itself, and immanent scientific criticism can be effective in elimination of misapprehensions, as well as in strengthening of inter-scientific dialog.

Abstract: Authors examine the relationship between rights of Internet access service users and intellectual property rights holders, under EU and Croatian law, in the context of private law protection of intellectual property violated on the Internet. Relevant violations committed by internet users consist of the disallowed sharing of work protected by intellectual property rights. Authors analyze the guarantees of fundamental rights that interconnect in relation to examined violations and in the course of private law protection of intellectual property, especially taking into account the case-law of the Court of Justice of the EU. They also point to distinctive features in the development of the right to personal data protection under EU law, and they discuss applicability of relevant EU and Croatian laws as regards the data relating to users of Internet access services, which include traffic data such as IP addresses. Results of research support the finding of existing delicate and complex relationship between stated rights and, consequently, authors conclude the paper with a cautionary note on the need to pay special attention during assessment and regulation of these questions in domestic law and practice.

Abstract: The aim of the study was to determine types and
frequency of the use of mass media by adolescents and their
impact on life. The study was conducted on 184 students of the
second grades of VII. Grammar school in Zagreb. They were
surveyed about the most common types of mass media, the time
spent with the mass media, lifestyles, school achievements,
socioeconomic status of their parents and problems after
prolonged use of mass media. Subjects were measured height
and weight, heart rate and blood pressure before and after
watching the presentation with disturbing content. The most
commonly used media are computer and television, and media
content Facebook and movies. Time spent with media during the
week was 45.8 hours, daily average two hours longer on
weekends than on weekdays. Respondents who spend with the
media more than 5 hours a day have more often health
problems. Significant difference was found in connection of
subject's gender and type of media content, as well as time spent
with them. Research has shown which types and contents of
mass media's means adolescents most commonly use, time spent
with them as well as significant differences between the genders
in connection with use of the media. Although the significant
impact of mass media on school achievements and association
with socioeconomic status of subjects' parents was not
confirmed, the significant effect of the time spent with the media
on the health and habits exists.

Abstract: All the way trough the history of pre modern and post
modern society, the media has been communication tools which
were adapting itselves to the social changes, but have always
kept their function to maintain the given structure of social
power. Nowadays when the society is in transition, media have
shown the explicit interest to participate in the structure of the
social power. It has ben opened the process of the emancipation
of one part of the media, and that process is changing the role of
the media in the society, and by that, the social function of the
media. That is manifested in the fact that the modern technology
has enabled for one part of the media to become free from
government control and the big businesses. Media liberated like
that are looking for the social power. From this point of view,
this essay researches the hypothesis about the mass media and
post- mass media as a factor of social structure of the modern
society, in the first place Croatian. With the analysis of the
literature and the examples from Croatia, the essay researches
the hypothesis about the the autonomous influence of the media
on the stuctures of the society. Fortified with the modern
technology, media has pushing out more and more the strenght
of the national state, are weakening the faith in the
parlamentarism and the democratic institutions which we have
known so far, and are cutting the differences between the global
and the local. The effect of that is the erosion of the traditional
concepts and values such as authority, hierarchy etc. It is certain
that the current media are shaping new social relations, in which
for sure free media will encourage the social changes and also
participate in redesigned structure of the social power. That
revolution is leading to the various interpretations of the given
facts, so it becomes difficult to realize what is „objecitve". Virtual
worlds which are surrounding us today are giving a new
dimenison to the world and to the reality.

Abstract: Through the development of technology we are faced
with the question of human helplessness experienced by the
person who is in the terminal phase of the disease. The process
of dying, in all its uniqueness and universality, surpasses the
dimension of the human consciousness and sub consciousness,
and requires a multidisciplinary approach of the team members
who take care of the patient and cooperate with the members of
their family. The base of the palliative approach is a relationship
based on understanding, sensibility, empathy, flexibility, open
and two-way doctor-patient communication and diverse
communication in the social network. Communication in
palliative care requires knowledge, competencies and skills in
the peculiarity of doing that job, which is a difficult and
demanding process. One of the most important and necessary
skills in the palliative care communication is knowing how to
hear and listen. It is a kind of listening where it is really
important to show to the patient that you are really listening
what he tells you, asks or feels. In the moment when medical
procedures and interventions that include patients who suffer
from terminal diseases do not show positive outcomes, the
palliative care alleviates the human suffering. Through the
implementation of palliative care, which is not recognized
enough as a priority in the public health care, especially in
developing countries, we could improve the quality of life of
patients and members of their families.