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Language –of text: Engl. *– of Summary:* Engl.,Croat.
References: 35 *Tables:* 3 *Figures:* 2
Category: Original Scientific Paper
Title: SOCIAL MARKETING AND INTERGENERATIONAL DIALOGUE -A NEW RESEARCH APPROACH TO RESOLVE PROBLEMS IN PARTNER COMMUNICATIONAL RELATIONSHIPS
Author(s): Nataša Demšar Pečak, Marija Ovsenik
Affiliation: Alma Mater Europaea, Maribor, Slovenia
Key words: social marketing, partner relationship, intergenerational dialogue, prevention programs, intergenerational transmission, behaviour patterns
Abstract: The article intertwines two different fields of science where we can see how very much connected they actually are. The first one is the field of partner relationship in relation to intergenerational dialogue and the second one is social marketing. To the best of our knowledge, this research issue is almost unaddressed in the literature. The purpose of social marketing is to change different socially undesirable, unacceptable and harmful ways of behaviour. The issue of partnerships is by its nature one of the most intractable ones, because a lot of partners are ashamed to reveal their problems. The article is focused on the change of the behaviour of partners and other family members from which it is required to change deeply rooted beliefs and patterns of behaviour or the way of behaviour that are transmitted from generation to generation. Intergenerational transmission is one dimension of the larger concept of intergenerational relations. Through intergenerational dialogue people from different generations can learn new things together, learn from one another, or teach one another. This article describes how it is possible to apply social marketing to relevant issues within the marriage and family field. It also presents a study whose purpose is to determine whether social marketing is the right intervention and motivational approach to resolve problems in partner relationship (target group), who are faced with problems such as mutual conflict, inadequate communication, problems of alienation, emotional separation, marriage infidelity, various dependencies, mental or physical violence and problems in raising children.

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Language –of text: Engl. *– of Summary:* Engl.,Croat.
References: 30 *Tables:* 9 *Figures:* 0
Category: Original Scientific Paper
Title: APPLYING THE THEORY OF REASONED ACTION IN THE ANALYSIS OF INTERNET USAGE AMONG THE STUDENTS FOR EDUCATIONAL PURPOSES
Author(s): Joško Sindik

Affiliation: Institute for Anthropological Research, Zagreb, Croatia
Key words: Internet, component analysis, reliability, appropriateness

Abstract: The main objective of the study was to design a questionnaires that cover aspects of using the Internet at students for educational purposes: attitudes, subjective norms, perceived control, the desire to change the behavior and insight into the current use of the Internet. A convenient sample of 32 female and 23 male students from six Croatian cities is examined. All five questionnaires showed medium to high satisfactory reliability. In analyzing the differences, it is showed that male students achieve significantly higher scores in perceived control during using the internet, compared to female students. Students from Biograd achieved the highest average score in current internet use for the purposes of learning, while the lowest means are found in Zagreb. No differences in the aspects of using the Internet are found in relation to students' age group, year of study, or to the environment of the students come from. Variable *Using the internet now for the purposes of learning* can be significantly good forecasted, based on two predictors: *Subjective norm of using the internet* and *Wish to change the behavior in the use of the Internet*.

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Language –of text: Engl. *– of Summary:* Engl.,Croat.
References: 26 *Tables:* 13 *Figures:* 1
Category: Original Scientific Paper
Title: YOUNG PEOPLE'S RELATIONSHIP AND COMMUNICATION WITH THE ELDERS
Author(s): Klavdija Globokar
Affiliation: Alma Mater Europaea, Maribor, Slovenia
Key words: Social construction of ageing, young people, ageing, relationship to old age, social constructionism
Abstract: In this paper, I discuss the relationship of young people to old age and their own ageing, with respect to their education, work experience, social convoy, and inclination to media. It is based on assumptions of social constructionism, which represents one of the foundations of Grounded Theory. The research is aimed at determining how the social construction of ageing appears among young people. I have carried out the survey among young female students aged 19 to 24 years through a questionnaire, and processed the data by using a quantitative methodology. The study has confirmed the existence of a more positive trend of young people's relationship to the elderly, and the attitude of young people to their own ageing is explicitly positive, which will result in a healthier and happier broader society.

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Language –of text: Croat. – *of Summary:* Croat.,Engl.

References: 0 *Tables:* 1 *Figures:* 23

Category: Preliminary communication

Title: FUNCTION OF PSIHO-EMOTIONAL DEVELOPMENT AND COMPLEX REHABILITATION WITH MUSIC AND COLOR

Author(s): Aleksandra Gvozdanović Debeljak

Affiliation: Grammar School „Ljudevit Gaj“, Osijek, Croatia

Key words: color, music, Down syndrome, a complex rehabilitation, psychoemotional development

Abstract: In this paper, the master's study in which we were interested in the influence of music - rhythmic stimulation of the visual and symbolic expression (emotional states) in a child with Down syndrome. The study was conducted at Association for Down Syndrome Osijek - Baranja County and the city of Osijek. The study was covered by the available sample of 3 girls with Down syndrome chronological age 5-6 years. The sample was defined in agreement with the parents of the children. Used musical theme in the five-point assessment was the "Waltz of Flowers" from the classic ballet The Nutcracker by Pyotr Ilyich Tchaikovsky. Expression of children singing, dancing listening to music, also influenced the change of color and symbolism of their artistic expression. Original results of the controlled variables are shown in tabular form. Using music in children with Down syndrome, it was possible to trigger some forms of psychoemotional expression, which was evident in the selection and performance of the controlled variables such as number of elements in the free drawing and the predominance of certain colors. Observations and research conducted in the light of the modern doctrine of inclusion in the complex field of psychosocial rehabilitation for persons with disabilities during growth and development.

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Language –of text: Croat. – *of Summary:* Croat.,Engl.

References: 24 *Tables:* 2 *Figures:* 1

Category: Preliminary communication

Title: PROBLEMATIC ASSOCIATE AS A NEW COMMUNICATIVE WORKING PROBLEM TO A LEADER

Author(s): Polona Kambič, Vesna Janković

Affiliation: Faculty of Organization Studies, Novo Mesto, Slovenia

Key words: problematic associates, generational differences, skills, crisis management, motivation, introducer

Abstract: Given that we have witnessed constant change, we are faced with colleagues who have been identified as problematic. Since in our work environment there is people like this, we decided to investigate this problem. Research Question (RQ): We posed the research question – does the individual organization recognize troubled employees? We are interested in whether such behavior has the effect of work experience, motivation, values, or the manner of keeping. We noticed that the relevant question is whether and to what extent such behavior affect intergenerational differences and whether they cause problematic behavior.

Purpose: The purpose of this article is to examine two specific cases-profile troubled employees from different generations:

Generation "X" in the organization and profit generation "Babyboom" in the non-profit organization. We want to identify and evaluate the behavior patterns of two problematic employees from different generations and approaches to their leaders. We investigate whether the management and employees has an impact on differences between generations.

Method: The study of two cases from the perspective of managers.

Results: We estimate that they lack knowledge in the field of social and labor specific competencies and motivation, which makes most of the problems and creates a problematic behavior. We found that the task of every leader is to detect weaknesses of each individual with the intention of helping them to find ways to reduce stress, to divert attention to tasks and achieve goals. We have found that the behavior of employees is in response to the behavior of managers. Problematic worker is an additional burden for managers and adversely affect its productivity. The negative attitude also affects the frustration and reduces the effect of other employees. Such a relationship is detrimental to organizational climate, greater and greater employee turnover and the success. In some organizations, similar studies have not yet ever been made, although similar conflicts happened in the past. Limitations of the research can be seen in the fact that the case study was formed by managers and we do not have feedback from the side of problem employees.

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References: 7 *Tables:* 1 *Figures:* 18

Category: Authors Review

Title: THE FORMATION OF SOCIAL NETWORKS AS GLOBAL COMMUNICATION PHENOMENON

Author(s): Jacinta Grbavac, Vitomir Grbavac

Affiliation: Croatian Communication Association, Zagreb

Key words: social network, Internet, information technology, communication space.

Abstract: This paper describes the social networks that have apparently become a global phenomenon of communication, starting from humble beginnings with SixDegrees.com network, to Friendster, MySpace, Facebook, Twitter, as well as all those who were among the above appeared and disappeared with global communication space and communication scene. But apparently "social networks" are today's most popular sites, as they are now used by hundreds of millions of people. Thus, in Croatia today, the most common foreign networks like Facebook and Twitter, while the less used ones like home "sparks" and "Tulumarka ...", although populists provide for more rapid development of local social networks, but experts think that they will never suffer the same fate Facebook or Twitter, because our educational and computer illiterate portion of the population (comprising most of the younger population) belong to a generation that communication milieu/space, and too much is internationalized, and good knowledge of the English language and a deep-rooted opinion that accessing these and such networks make good cultural and civilizational shift. According to the research conducted for this study, the majority of users used the social networks because of the simple social contact, grouping by interest topics, sharing photos and mass communication while

some are the same excellent business and marketing strategy. Social networks also play a role in marketing, and are also used for website promotion, and a variety of advertising that are considered socially responsible and highly ecological because it does not use any paper, and there is no waste, which pollutes the environment. They are based on web and mobile technologies that are being developed every day new applications and accessories related to the game, pleasure and entertainment.

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References: 23 *Tables:* 0 *Figures:* 0
Category: Authors Review
Title: COMMUNICATION SYSTEMS IN CAPOEIRA: TRADITION AND NON-VERBAL COMMUNICATION AS MEANS OF COMMUNICATION BETWEEN GENERATIONS

Author(s): Goran Gumze

Affiliation: University of Nova Gorica, Nova Gorica, Slovenia

Key words: capoeira, non-verbal communication, inter-generational dialog, equal terms communication, elder people identification, inter-generational respect, creation and recreation of traditions

Abstract: The Afro-Brazilian cultural institution and martial art *capoeira* as well its functions and role in inter-personal, inter-institutional, and inter-generational communication are discussed in this paper. Presented data was collected during the eighteen months anthropological fieldwork in Brazilian city Salvador between the years 2004 and 2007. The main purpose of the research was to obtain information about connections between *capoeira*, depression, aggression and violence. The social role of *capoeira* was analysed during the research so the researcher has also studied the means and importance of communication within the institution of *capoeira*. Some of main focuses were how traditions are recreated in *capoeira* in order to achieve competent inter- and intra- institutional communication and how important is the role of inter-generational dialog in reestablishment of hierarchies within the institution of *capoeira*.

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References: 19 *Tables:* 0 *Figures:* 1

Category: Authors Review

Title: THE IMPORTANCE OF INTERGENERATIONAL INTEGRATION AND COMMUNICATION ON FORMING THE VIEW ON QUALITY AGING

Author(s): Mateja Berčan, Mateja Berčan

Affiliation: Alma Mater Europaea, Maribor, Slovenia

Key words: youth, older generation, intergenerational integration, old age, quality aging

Abstract: Intergenerational integration is an ideal form of achieving intergenerational solidarity, which has a great deal of importance today, as ever, because of the increasing growth of the elderly population. Few things contribute as much to the fact that the elderly are able to experience their lives as something of value, as does the fact that the younger generation takes their life experiences seriously and listens to them. The young people who socialize with other generations have a more positive view on aging and gain role model for their own old age. The study is to determine the impact the older generation has on the younger, and emphasize the conscious effort for preserving and strengthening intergenerational relationships with the younger generation is one of the needs that must be satisfied for achieving quality aging.

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Language –of text: Croat.

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References: 6 *Tables:* 0 *Figures:* 7

Category: Professional Paper

Title: COMMUNICATIVE-ANIMATED QUESTION: " FLOATING EGG!?" HEURISTIC-PLANNED MODEL OF ANIMATED-SCIENTIFIC PROJECT IN 4TH GRADE

Author(s): Slavoljub Hilčenko

Affiliation: College of Education Science, Subotica, Serbia

Key words: animated film, heuristic-programmed learning model, direct manipulation of animated content, motivation and wide application, functional thinking

Abstract: Animated film does not need motivation to watch. Because of that, it is thankful as a source of learning in classrooms of elementary school. The aim of this paper is to promote heuristic model-programmed (branched) learning using the example of an animated film with the direct manipulation of animated content. Featured example of animated 'scientific' task should encourage students for functional opinion, and the model is applicable in all cases of classroom teaching.