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Language –of text: Croat. *–of Summary:* Croat., Engl.
References: 32 *Tables:*5 *Figures:*1
Category: Original Scientific Paper
Title: MARKET OF ELECTRONIC MEDIA IN BOSNIA AND HERZEGOVINA
Author(s): Slavo Kukić, Marija Čutura
Affiliation: Faculty of Economy, University of Mostar, Mostar, Bosnia and Herzegovina
Key words: public services, commercial broadcasters, program production, marketing
Abstract: This paper presents social and historical context of electronic media's market constitution, a structure of today's RTV sector and its regulation framework in Bosnia and Herzegovina. Special attention it is addressed to regulation of program production in accordance with European regulation policy in that specific sector. The subject of the paper is also an influence of new technology on this sector. At last, paper deals with marketing influences of electronic media and with its share in advertising cakes.

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Language –of text: Croat. *–of Summary:* Croat., Engl.
References: 11 *Tables:*0 *Figures:*11
Category: Original Scientific Paper
Title: POLITICAL SYSTEM MODEL
Author(s): Mijo Biličić
Affiliation: Faculty of Maritime Studies, University of Rijeka, Rijeka, Croatia
Key words: differentiated and reintegrated civil society, democratic system model forms, essential political connections and feed-back influences
Abstract: The author has presented us with the development of political system essential terms and, holding on to the theory of the system, has constructed several forms of political system models. In presenting the development of terms, he starts with Montesquie's concept of the relationship between the human entirety and political authority forms. Then follows T. Parson's differentiated and reintegrated social system and interpenetration zones. Next is a general outline of D. Easton's political system model, and finally a description of G. Almond's elaborated parallel political model. Starting from the aforementioned as well as some other theoretical achievements, the author has constructed several forms of his political system model, all of them being divided in the uncontrolled unitary and the controlled divided power systems. Two of the forms feature autocratic totalitarian systems and four of them are different aspects of a democratic system. Out of a series of direct links and feed-back influences, the study has determined the connections a political system is determined by.

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Language –of text: Croat. *–of Summary:* Croat., Engl.
References: 0 *Tables:*2 *Figures:*0
Category: Preliminary Communication
Title: HOUSEHOLD SAVINGS DUE TO THE RATIONAL USE OF WATER AND ENERGY FOR HEATING PURPOSES
Author(s): Jože Stropnik
Affiliation: Faculty of Engineering, University of Ljubljana, Ljubljana, Slovenia
Key words: savings, heating, energy, water
Abstract: Due to the growing population, higher and higher industrial demands and environmental pollution, there is an increased shortage of potable water. Furthermore, the development of the society has lead to the greater energy consumption. Since the majority of the energy originates from fossil fuels, the concentration of carbon dioxide in the air is increasing. In many cases water and energy reserves are not exploited in a cost-effective manner. The article presents the examples of the uneconomical use of water and energy for heating purposes, which not only waste money but also pose a threat to the environment.

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Language –of text: Croat. *–of Summary:* Croat., Engl.
References: 0 *Tables:*0 *Figures:*2
Category: Author Review
Title: MATHEMATICAL METHODS AS A FACTOR OF DECISION-MAKING IN SUCCESSFUL MANAGEMENT
Author(s): Marko Tomašević
Affiliation: Faculty of Maritime Studies, University of Split, Split, Croatia
Key words: manager, decision-making, mathematical methods, informatics support
Abstract: One of the most significant and difficult task of managers today is managing organisational changes in dynamic environment. Modern decision-making is done under time pressure, with inadequately reliable data. These are high risk circumstances. It is necessary to find faster, easier and more adequate ways of making business decisions. Training managers for proper and timely reaction at solving complex problems and making important managing decisions is connected to knowledge, experience and training. This paper deals with decision-making issues based on modern mathematical methods and computer support in the process.

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Other indetification: INFO-976 *Page numbers:* 101–106
Received: 2006-05-24 *Issued:* 2007-02-18
Language –of text: Engl. *–of Summary:* Engl., Croat.
References: 8 *Tables:* 7 *Figures:* 0
Category: Professional Paper
Title: LOST TIME COMMUNICATION IN SLOVENIAN BOARDING SCHOOLS
Author(s): Franc Žunkovič, Olga Dečman Dobrnjič
Affiliation: Boarding School Tezno, Maribor, Slovenia
Boarding School Ivan Cankar, Ljubljana, Slovenia
Key words: boarding schools, absenteeism, consequences, work, sick leave, working hours
Abstract: What role plays absenteeism in boarding schools? Is it a big or a minor problem? We asked headmasters of boarding schools about this. Research showed satisfying condition about absenteeism in boarding schools which means that absenteeism does not provoke a lot of trouble to the headmasters. Absence from work for different reasons in Slovenia still means a lot of lost working hours and money. Current discussions about reduction of payment for sick leave bear witness to the fact that the government of Slovenia realizes this problem and wants to solve it.

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Language –of text: Croat. *–of Summary:* Croat., Engl.
References: 6 *Tables:* 0 *Figures:* 0
Category: Professional Paper
Title: FOSTERING COOPERATION AMONG TUTORS IN STUDENT RESIDENCE HALLS
Author(s): Jože Slana
Affiliation: Student Residence Hall Lizika Jančar, Maribor, Slovenia
Key words: education, news, information technologies
Abstract: The work of tutors and educators is changing. These changes and novelties include the improvement of mutual relations among students, tutors, which leads to better work of tutors. New and changing demands continually necessitate more knowledge and call for the improvement and introduction of new and more efficient methods of work. We believe that mutual cooperation among professional staff is needed in order to increase the quality and effectiveness of tutor work in student residence halls. Based on our belief about positive effects of these endeavours, we are trying to find possibilities how to expand and deepen this cooperation among tutors and thus achieve that it becomes a permanent practice in solving more complex problems. We have been using the advantages of information and communication technology (ICT) in several areas and it needs to be stressed that it can mean a great support to mutual cooperation among tutors. A number of requirements have been satisfied by introducing e-mail. Intranet is quickly gaining ground as a communication tool in the development, implementation, monitoring and analysis of tasks, because it increases the creativity of staff and their greater autonomy. We expect that properly organised mutual cooperation among tutors will improve the quality of tutor work and create a positive environment that will stimulate learning and continuing education of all employed staff.

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Language –of text: Croat. –*of Summary:* Croat., Engl.
References: 14 *Tables:*0 *Figures:*1
Category: Professional Paper
Title: MEDIA ENCOURAGED EARLY NATURE SUBJECTS TEACHING AND TECHNIQUES FOR SUSTAINABLE NATURAL DEVELOPMENT IN KINDERGARDEN TEACHING
Author(s): Dane Katalinič*, Amand Papotnik**, Drago Slokan**
Affiliation: Kindergarden Murska sobota, Murska Sobota, Slovenia*, Faculty of Education, University of Maribor, Maribor, Slovenia**
Key words: science, technics and technology, media, permanent development, procedures, methods, strategies.
Abstract: Kindergarden as an educational institution is a place where educational process for permanent development starts. It is about relationship between educators, children, parents, society and an environment, therefore the quality of relationships-life. Permanent development means support to a progress and development of quality, life, educating, training, etc. When planning and choosing real-logical contents of an early science and technology for permanent development it is necessary to take into consideration modern strategies and approaches of dealing with connections, correlations and transfers, where the computer can significantly leave an important trace towards functionality of a human. A child obtains awareness, experiences and an insight into a live nature and technical world through game, observation, research and creative work. Activities in and on the environment lead to creating mental activities as well as shaping fundamental terms. In these conditions the use of computer as a teaching tool is credible. With computer strategies that are sound in an early science and technology, we can stress that computer is an important teaching tool, nonetheless it is not the only medium possible for meeting the aims of science and technology for permanent/co-natural development.

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Language –of text: Croat. –*of Summary:* Croat., Engl.
References: 10 *Tables:*0 *Figures:*1
Category: Professional Paper
Title: COMMUNICATION PARADIGMS: COUNTY –PUBLIC
Author(s): Meri Maretić*, Anđelko Mrkonjić**, Mili Razović***
Affiliation: County of Split and Dalmatia, Split, Croatia*, University of Zadar, Zadar, Croatia**, Tourist organisation of County of Split and Dalmatia***
Key words: communication, information, public, county, spokespersons, reputation management, media
Abstract: The paper deals with optimal communication paradigms between the county and the public. The authors explain two paradigms: The County office for public relations. Different sources as well as personal observations and experiences were used to carry out this research. Empirical data were collected by a questionnaire. Investment in technology, people and their education is required by any modernization. It is the same with the modernization in the area of information and communication process. To obtain better results it is necessary to combine the theory with practical experiences in developed countries. The experts who specialised in public relations can be of great help in bringing the management structures closer to citizens. Foreign experts claim that it will take years of work, which includes changes of existing laws and bringing new ones, until the balance is achieved. Local community is the place where the whole process is to begin.

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Language –of text: Croat.
References: 12
Category: Professional Paper
Title: TEACHER EDUCATION AND CONTEMPORARY EDUCATIONAL TECHNOLOGY IN THE FIELD OF EDUCATION/EDUCATION FOR SUSTAINABLE DEVELOPMENT
Author(s): Dunja Anđić
Affiliation: Faculty of Philosophy, University of Rijeka, Rijeka, Croatia
Key words: elementary school classroom education teachers, teacher education and professional training, environmental education for sustainable development, electronic media, contemporary educational technology
Abstract: The challenges of new global conceptions, such as sustainable development, determine education in all its forms and on all social levels by the key means: confrontation with newly arisen changes. The education of teachers who work in a profession within the field of the problem area of environmental education and education for sustainable development represents more than just their component – it is their certain factor and holder. These changes imply the transition from traditional ways of teaching and learning, adaptation of teacher roles, especially of teachers in service, to more contemporary, recent methods and technologies that are dictated by the new ecological-humanistic paradigm in the light of global informatical society. By the research of the current state in the practice of elementary school classroom education teachers work with pupils, the practice of education and training, and the needs of the future teacher education relating to the field of environment/sustainable development, the attempts were made to determine, among other key elements, the state on the issue of information accessibility and the use of contemporary educational technology. The research outcomes pointed to inadequate state on the issues of the use of new electronic media, that is, new contemporary technology in teacher education practice. They also pointed out the need for development and building the model of teacher education and training within the support of the process of environmental education/education for sustainable development through electronic media and multimedia technologies.

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References: 9
Category: Professional Paper
Title: EDUCATION FOR ENVIRONMENT AND THE MEDIA
Author(s): Evelina Katalinič
Affiliation: Faculty of Education, University of Maribor, Maribor, Slovenia
Key words: environmental education, media (coursebook, audio and video tapes, PC), computer programs, transperancies, Power Point, Waldorf pedagogy, Montessori pedagogy, C.Freinet pedagogy.
Abstract: Since media are occupying more and more important position in our society we can say that the present time is the time of media. Dynamic lifestyle itself dictates different development and correspondently changed educational process. Consequently, teaching aims and methods, as well as pedagogical tools, are transforming themselves. As such, they cause implementing new technology and different quality of knowledge. Technology offers possibilities only, it can not provide quality training alone. Media accomplish informal environmental education. They influence the lifestyle of teenagers, form their view on life and interpersonal relationships, culture, homeland and international lifestyle. The word media comprise PC, radio, television, newspapers, etc. With a combined usage of modern media we can provide more effective training tailored to suit different learning types of children and learners. More and more are electronic transperancies, formulated in a Power Point program, pushing out the common ones. In future, trainers as well as teachers are about to exercise the usage of modern teaching media in a learning process – PCs, as they enable demonstrative teaching, evaluation of knowledge, recording the progress of a child/learner. It is necessary to point out that kindergarden children as well as school children are more and more computer-literate, therefore kindergarden as well as school must provide enough possibilities for using and deepening that kind of knowledge, essentially needed in a modern society.

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Language –of text: Croat. *–of Summary:* Croat., Engl.
References: 0 *Tables:*2 *Figures:*5
Category: Professional Paper
Title: TRAINING IN METHODOLOGY FOR FUTURE PRIMARY SCHOOL TEACHERS (GRADES 1-4) ON TEACHING FINE ARTS TO PUPILS
Author(s): Anita Rončević*, Sonja Ivić**, Linda Juraković***
Affiliation: Teachers' School for Professional Higher Education, Rijeka, Croatia*, Elementary School Vladimir Gortan, Rijeka, Croatia**, Art Gallery Rocco, Poreč, Croatia***
Key words: evaluation, methodology training of students, personal qualifications, professional qualifications, teacher, mentor
Abstract: Each society creates its education policy that provides the basis of the system of education and training, and trains staff needed for its implementation: pre-school teachers, teachers and professors. Socio-cultural and individual prerequisites have been merged with the stages of the education process: planning, organization, implementation and evaluation. The essence of evaluation is to express achievements related to pupils' development by identifying realistic teaching aims and tasks i.e. concretization. In addition, the tendency is to upgrade the teaching process. These teaching abilities are acquired in the higher education process and in the course of work with primary school pupils. The subject-matter of our research is the evaluation of methodology training of students in the program for primary school teachers (grades 1-4). The aim is to create teachers focused on development, putting traditional teaching behind us, and upgrading students' practical experience in methodology. The humanistic approach to training of future teachers for work with children presents a key prerequisite for the quality of the teaching process. We have conducted research on all actors of practical work in methodology: pupils, teachers-mentors, a methodology professor, and students. The results have shown that practical work in fine arts methodology has a significant role in professional training of students in the program for primary school teachers (grades 1-4), and that it has been under-represented in the curriculum and syllabus. It should be emphasized that all actors of practical work in methodology benefit from it: in terms of pupils the presence of students creates some dynamics in the teaching process; students are trained for their work with children; teachers-mentors obtain new theoretical knowledge, ideas i.e. incentives for work and continuous education; while a methodology professor follows the work of each student, and reviews his/her teaching.

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References: 11 *Tables:*0 *Figures:*2
Category: Professional Paper
Title: ORGANIZATION AND DEVELOPMENT OF SEA PASSANGER PORTS
Author(s): Alen Jugović*, Blanka Kesić*, Igor Jakomin**
Affiliation: Faculty for Maritime Studies, University of Rijeka, Rijeka, Croatia*, Faculty for Maritime Studies and Traffic, University of Ljubljana, Portorož, Slovenia*
Key words: sea passanger port, cruises, liner traffic, organization, tourist port
Abstract: In the last decade sea passenger traffic in the world is in significant expansion. Modern sea passenger port terminals are prerequisite for optimal functioning and development of liner sea passenger traffic and cruises. Adequately organized sea passenger terminals are also a condition for developing numerous activities connected to sea passenger traffic. Above all promotes the improvement of tourist offer and tourism. This understanding reflects the need for systematic and scientifically based research of sea passenger ports organization in order to make the most important assumptions for increasing offer, management rationalization and development of sea passenger ports. This type of management leads to create a sea passenger ports which will be a bearers of well structured urban and developing strategy of port system. Long and abounding coast of Croatia is one of its basis important natural resources. Development of all forms of sea passenger traffic and construction of sea passenger ports is the basis for proper evaluation of maritime status of Republic of Croatia.