

BOŽO TEŽAK (1907 - 2017) - VIZIONAR GLOBALNOG INKLUZIVNOG INFORMACIJSKOG DRUŠTVA

BOŽO TEŽAK (1907 - 2017) – VISIONARY OF THE GLOBAL INCLUSIVE INFORMATION SOCIETY

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Sažetak

U povodu obilježavanja 110-obljetnice uglednog informacijskog znanstvenika prof. dr. sc.Bože Težaka (1907-2017) autor u radu analizira znanstvenu misao i urednički svijet komuniciranja prvog i najvećeg hrvatskog klasika informacijskih znanosti. Analiza se izvodi na odabranim radovima iz znanstvene i informacijske zaoštavštine Bože Težaka. U radu se posebno analizira njegov urednički i misaoni put u postavljanju i vođenju znanstvenog časopisa Informatologija (1969 -1980). Autor zaključuje da Boži Težaku za njegov izuzetan i vizionarski urednički doprinos u promišljanju hrvatske budućnosti informacijskih znanosti u svijetu globalnog komuniciranja pripada zasluženo mjesto i naziv prvog hrvatskog klasika informacijskih znanosti.

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Abstract

On the occasion of celebrating 110 jubilee of Information Science eminent scientist, Božo Težak, Ph.D. (1907–2017), author is analysing scientific thought and the editorial world of communication of the first and the greatest croatian classic of Information Science. Analysis is made on selected works from scientific and information legacy of Božo Težak. The paper is particularly concentrated on his editorial and speculative path in establishing and leading scientific journal Informatologia (1969 - 1980). Author concludes that Božo Težak deserves the title of the first croatian classic of Information Science, because of his exceptional visionary editing contribution in deliberation of croatian future in Information Science in the context of global communication.

(Mario Plenković: in: Informatol. Vol.40 No.1, Božo Težak (1907 - 2007) - Classic of Information Science)

1. SCIENTIFIC AND PUBLICIST VISION

Božo Težak, eminent croatian information scientist visionar, humanist and university professor, chemist, information scientist, communication scientist, publicist writer and editor of scientific journals and other publications, has marked historical development of scientific publicist writing in 20th century in croatian and internacional science with his scientific work. With his comprehensive and productive editorial and publicist work, he left us with rich scientific legacy (300 scientific papers, 130 professional

papers and over 100 referats and reports from scientific gatherings in country and abroad), which testifies about strong development of scientific publicist writing, communication science and information science in turbulent scientific, political, regional and national eras of second half of 20th century. With his editorial and publicist work and establishing of the first scientific journal in information science (1969.), he based scientific grounds for systematic development and improvement of information and publicist science on all levels of local, nacional, regional and global communication

community. On his visionary and strategic editorial and publicist legacy, even today, scientific journal *INFORMATOLOGIA* (1969 -2007) continues with systematic promotion of modern development of Information Science, based on editorial and publicist concept, which was strategically established by Božo Težak in the first title of journal, *INFORMATOLOGIA YUGOSLAVICA*, 1969 – 1980. Editorial and publicist concept of the first Information Science journal determined that *Informatologia Yugoslavica* »appears as a semi-publication and publication of periodic and non-periodic character. It is an experimental and working instrument of the Center for the Study of Librarianship, Documentation and Information Sciences, and also of the International Permanent Exhibition of Publications, as well as their complement or their common frame, the title of which is the REFERRAL CENTER OF THE UNIVERSITY OF ZAGREB«. /1/ On publicist track of Sartre's perception of active intellectual and scientist, whose intellectual work is inseparable from social activism and humanism, Božo Težak has entrusted Croatian society with his restless communication and media appearance. His brilliant biography and bibliography says enough about humanist who wasn't ready to make scientific and political compromises, instead he followed his own ideals of humanism and social progress and participated with passion in establishing and developing Referral Centre of University of Zagreb, Croatian National Information Centre (NIS), National and University Library in Zagreb (NSB) and Postgraduate University Study in Bibliography Science, Documentation and Information Science (CSBDIZ) at University of Zagreb, from which was created today's successful Croatian academic elite in scientific field of Information Science. His editorial and publicist work promoted philosophy of humanism and scientific openness to all controversial social issues in development of Croatian information science infrastructure. He defined scientific journal *Informatologia Yugoslavica* as »a widely open journal for scientific, professional and other contributions from the field of information sciences and services«. /2/ By the editorial ideas of Božo Težak, *Informatologia* was supposed to signify « theory and praxis of emission, transmission, selection and absorption of informations (so called *ETAKSA* complex) which has a wider meaning from terms *informatologia*, *informatics*, *information science and services*«. /3/ Božo Težak upgraded editorial concept of the journal on P. Atheron form and name *informatologia*, which emerged in 1962. in a work-publicist sense as « a research in the field of processing informations which

includes intuitive and algorithm procedures in which computers are used as a supplement to human intellect«. /4/ After that, informatics emerged as «a new scientific discipline which research structure and attributes (but no concrete content) of learned informations and also the rules of scientific-informative activities, their theory, history, methods and organisation» /5/. As an editor, Božo Težak determined and directed scientific journal *Informatologia Yugoslavica* that it (quote): »must help to clear up notions to manage the processes of information, to build configurations and structures, but first of all to investigate methods and techniques for the integration of traditional and conventional elements and complexes with those we call modern and unconventional ones. Here the action at the university level of education, instruction, research and services must be put in the first plane, always with the stress on the features common to humanistic, social and natural sciences, as well as to all operative, so-called academic professions. In order to achieve an easier and more direct contact with collaborators and friends of ours throughout the world, the translation of some articles into one of the world languages will be published along with the Croato-Serbian original«. /6/. In editorial sense, Božo Težak proclaims and structures new informational and communicational paradigm of transferring knowledge in global communicative plan. He formed the new editorial vision of « communicative scientific teleparliament», which in today's high technology and information and communication technology world enables transmission and circulation of scientific informations at free information and communication market of knowledge and information technologies. From mentioned above, we can recognize Težak's editorial vision of systematic creation of information and scientific pluralism on all levels of scientific communication (local, national, regional and global). In that time, editorial vision of Božo Težak has confused scientific world of contemplation and proclaimed the world of scientific cosmopolitanism and globalism in very successful binding of natural and human sciences, looking for space for human action and scientific freedom.

2. EDITORIAL AND SPECULATIVE STRATEGY OF BOŽO TEŽAK

We can divide speculative and editorial informational and communicational path of Božo Težak in three basic scientific-editorial phases.

First editorial phase is marked by intensive search for the new international information and communication accomplishments in seventies of the last century and revolve how to inbuild new infor-

mation knowledge and experience into our daily communication praxis.

In that sense, we can emphasise that the journal *Informatologia* is the second phase of the editorial revolve information and communication development of scientific publicistic in our region. Božo Težak perceives that the old diseminitive model of scientific communication can not provide new step towards new developed global society, because diseminitive system of informing scientists and citizens is positioning them as a passive recipients of formed informations. He followed the new development of modern information and communication technologies and in editorial and publicist sense, he systematic and with arguments opened the third editorial and scientific phase. All informational structures that emerged through history in their special functiones and shapes about all relevant problems of science and social development, appeared conceptually as factors of emission, transmission, acumulation, selection and absorption, according to Težak, allways as a ETakSA complex. In sense of research and editing, he created a scientific prologomen for systematic creation of new politics of scientific informations and information services in five strategic points with goal of editorial scientific understanding and communicating (quote):

» (1) *For the individual researcher it is necessary to develop social habits and respect of human ideals (four moral principles of scientific worker), and perhaps the additional two types of responsiveness: real-world notion (space responsiveness) and real-time notion (time responsiveness);*

(2) *For higher educational bodies, especially universities, it seem essential that they be bearers of the moreal principles of openness, freedom, responsibility, and confidence. Through right type of education, these principles should be built into all types of public organizations*

(3) *The editorial, publishing, library, information, and communication institutions must try to unit creative workers by providing common laboratory spaces, where the preparation of primary, secondary and tertiary publications would be accompanied with immediate referal and exhibiting (aggressive documentation) functions.*

(4) *Various organs on different organizational levels, such as institutional-local, local-regional (state), regional-national (federal), national-continental, and continental-global levels, have to enter in concious arrangements to represent the active »contact points« in world-wide networks of something like global »psychosphere«, breaking down all the barriers restricting the free flow of information.*

(5) *Taking into account new scientific and technological approches for emitting, transmitting, accumulating, selecting and absorbing of information, it seems necessary to reexamine carefully the positions and functions of traditional institutions, with special emphasis on educational and operational ones, and to try to adapt physical, emotional, and intellectual factors for creating and maintaining a climate for One World«. /7/*

3. EDITORIAL WORLD OF INFORMATION SCIENCE CLASSIC

Every science classic has some scietific dispute or a book which consists his basic scientific *credo*. Credo of Božo Težak, scientist and classic of Information Science, is consisted in his article «*About the truth in Nature Sciencies*»/8/ written in 1931. That is editorial and methodological scientific manifesto of Težak as a classic of Information Science, which he strictly followed his whole life. Not only that he never gave up from this scientific manifesto, instead he continued to affirm and supplement his scientific credo. In that article, his thoughts were not only beyond that time, they were beyond the present time. He concluded that (quote):

«*modern science does not value any opinion as a definite truth – in the exact science the truth is only annotation of the simple conclusion. Annotation, conclusion is relative – all is statistic, silent recognition of facts – there is no moving of human spirit beyond the thing itself. Judgement based on observation therefore is not yet truthful, it can only be probable. That is the «credo» of a modern scientist.*»/9/ By this additude Težak didn't relativise natural sciences or made them less valuable, he just declined prejudices of 19th century which were based on mechanism learning of Laplace. Težak points out (quote): «*Mechanism learning, which ruled till recently in exact sciences, has become insufficient and it has transfered on statistical method of processing data. Causal principe demanded exact definition of certain relation – what human can not provide – the best the human can say about a certain event, after observation, is only probability.*»/10/

According to this modern views, Težak creates the role of scientist and the editor of scientific journals. He says: "Orientation, forming the additude toward things human being is surrounded with, that is the basic need of human being and science is one of the major manifestation of that need. Scientific thruths can be permanent for human in a form of regular, simple, indirectly or directly received observations. All beyond that, carries a mark of relativeness, which is in statistical science recognized under the term probability. But probability is no longer an interpretation, in the same time it

has a character of conclusion, therefore the same one observation, but with the less certainty of existence. Where natural sciences interpret, we can meet only with derivative truths, which do not carry the sign of absoluteness. They are relative and in service of man kind, because they provide us with possibility of choosing the best way of behaving in different situations. They are in the same rank with moral truths, for which the only reason for existing is – serving to life."/11/

The truth is never the one and only, it is created in eternal human dialog with the universe, world and other human beings, it is necessary to concentrate on research, classification and transmission of scientific informations, because in that way we will faster achieve the final truth, instead everybody is working for themselves not knowing what the other scientists are doing and how. In that scientific and methodological enthusiasm of Božo Težak, classic of Information Science, existed permanent life orientation for recognizing new informational-communicational problems and editorial skills for publishing new informational cognitions. One can achieve little, but many can achieve much more – that is the basic moto of Težak's scientific and editorial skills.

4. INFORMATOLOGIA YUGOSLAVICA BY BOŽO TEŽAK

As we can see from the introduction of the founder and the first editor of Informatologia Yugoslavica, in the first issue of INYU 1(1969), journal has created, in editorial sense, the basic editorial informational assignment, that it *»must help to clear up notions, to manage the processes of information, to built configurations and structures, but first of all to investigate methods and techniques for the integration of traditional and conventional elements and complexes with those which we call modern and unconventional ones«* /12/, for example modern electronic systems for higher level of information processing from all sections of work, life and creating. During one editorial decade of contemplating about science and the new informational assignments, Informatologia Yugoslavica, under the leadership of Božo Težak, has accomplished all given goals and assignments. It has successfully resisted to all tries of balcan politisation and it has managed to sustain scientific path of optimal informational synthesis in order to develop new informational-communicational technologies and new informational scientific cognitions, which were created by the founder and the first editorial strategist, Božo Težak. Because of his work, Informatologia Yugoslavica was included in

international scientific world and became a bridge of scientific communicating with the developed world scientific information production. Decade of Težak's Informatologia was marked with defining the terms of informatics as a science discipline for transition, archiving, processing and editing all epochal informations which helped in developing of man kind in all aspects of scientific, working and artistic accomplishments. He very well knew that none significant news can not be implemented without education of adequate scietific workers, so beside editing the journal, he was creating and developing educational representative institution, which was a theoretical and practical information base for educating young scientists at postgraduate studies in Centre for postgraduate study, University of Zagreb. Informatologia presented a bridge of communication in field of Information and Communication Sciences, with goal of creating coherent educational concept in this new institution. Informatologia became information paper towards the world and the world towards us. By accepting the world system of network of scientific and technical informations (UNISIST) in Paris 1971, on initiative of UNESCO, began the editorial fight of Informatologia for creating meaningful system of informing and communicating in our region. In that time, Božo Težak, as an editor-in-chief, writes articles and popular overviews of the new system of scientific and technical informations, because without involving in this new system, our economy and science can not achieve fast development according to international demands for applying scientific and technical informations. In every new issue, Informatologia marks new scientific cognitions in eve of electronic democratization and new plural information system, in which every citizen is invited to think and create better life conditions for themself and for all humanity. In this new coordinated system, journal management works according to the new scientific time, in which information scientists from here and from abroad are gathering with a goal of creating new information society. Informatologia (INYU) sustained scientific regional horizontal and vertical with goal of presenting our accomplishments to wider public. In that way, our country would be lead from information crisis and backwardness of national and regional slow actions on path of recognition of information world of creation, science and technology.

5. EDUCATIVE AND PUBLIC WORK OF BOŽO TEŽAK

Media communication as a form of public communication of the citizens, with goal of transparent

exchange of informations about the world, life and personality of every human, has always been linked with education. Different from institutional education, Božo Težak has chosen functional education and public action, with goal of human all life education (childhood, youth, middle age and oldness).

Because of all that education and public action are connected, there is a dialectic connection and strong interaction between them, one is a term for another and vice versa. As we know, historically education is allways connected with historical system of public communication (kinetic communication, verbal, written, electronic communication and the Internet). Education as literated, racional and the most economic communication makes a strong effect on information processes and the development of Information Science. Information processes and public action is happening in ways and forms of media communicating in sense of the essence of information services. Educational and communicational question arises: How and in what way modern information services can make a innovative influence on improving education? Answering to question about public action, Božo Težak has allways accented that the public action is the communicative process of improving and affirmating bidirectional communicating through talk and public dialog. The human is a communicative and educative being and in the process of public communicating, he acts in public and accomplishes his goals in the field of equal information exchange of opinions with other people through informational communication, conciliation, polemics and consensus, all of that followed by general informational principles *„all, to all, about all, completely, argued and with personal responsibility“*/13/. In natural situations, people have allways communicate totally, which means with using all of their sense channels and with creating new information and communication technologies – for the first time in the history – we can transmit not only informations, but also the process of information processing itself. By that, the era of public communication is finished and the new perspective for creating system of public communication has opened. The principle of this new system is all, with all, about all, completely, with arguments and personal responsibility. Božo Težak has visionary detected the line between communication theory and communication praxis, on all levels of education and communication (local, national, regional and global). New information and communication technologies have

achieved conditional possibilities for public work and communicating with different publics. In finding specifics of public communicating in public relations, many theories have developed, which aspires on comprehension of rules of public communicating in terms of theory of public work. Every theory, so the theory of public work also, for Božo Težak is education and the way of looking on concrete information problem, which has to be illuminated and made accessible to all relevant publics. Hermeneutics helps us to perceive that the communicative message (language of communicating) is the way of understanding and citizen communication in public actions. Communicative language (message) enables us to perceive the message (language of communication) together, as a part of already existed communication. Language of communication is not only the way to act in public, it is also the way of perceiving indirectly delivered message in certain time and culture. Božo Težak understood that in process of education and public work there is not only one theory of public work, which would explain everything. Communication Science differs five theory views, relevant for understanding public action in conceptual thoughts and vision of Božo Težak. Those theories are: (1) public action as a programmed determination of communication goal; (2) public action and critical theory of society; (3) used rhetorical theory; (4) public action and society; and (5) public action and construction of social reality /14/. Intermediated messages in public work must achieve dialog discourse and be understandable to author of the message and the recipient. Education of the message author and the recipient is the primary assignment in conception of education and public work by Božo Težak.

6. SCIENTIFIC CONTRIBUTION TO INFORMATION SCIENCE BY BOŽO TEŽAK

His informational-communicational development and scientific contribution for creating the bases of Information Science, we can divide and analyse in twenty basic scientific, organisational and humanistic develop phases.

(1) The first phase is marked by intensive search for humanist position of scientist and orientation of human towards new scientific knowledge in everyday life and in scientific environment. Scientific truth is created in eternal dialog between man and the universe, the world and other man, so Božo Težak pointed out that it is necessary to concentrate on research, classification and distribution of scien-

tific informations, because if scientists communicate between themselves they can quickly achieve final truths which lead to scientific progress;

(2) In full methodological enthusiasm existed permanent life orientation of Božo Težak for scientific grounding and researching information and communication problems. One person can achieve little, but we all together can achieve much more. That was the basic motto of Božo Težak all of his life, till his death, when was ended his creational effort in creating information and communication system, which would be the most adequate for small and medium developed countries;

(3) In 1961. he created the first educational informational core under the name Center for Study of Librarianship, Documentation and Information Sciences (CSBDIZ) belonging to Faculty of Natural Sciences, University of Zagreb. He started with interdisciplinary approach in postgraduate educational and informational core, so in 1964. Božo Težak positions The Study CSBDIZ as an university postgraduate study of University of Zagreb;

(4) By his specialist knowledge in field of documentaristic and informatics he introduced international scientific relevant information science literature from librarianship, documentaristic and informatics to our universities and scientific region, with the goal of building and creating new librarian and information centres, adjusted to the new information and communication technologies;

(5) Based on his information studies about efficiency of unconventional systems, methods and techniques of emission, transmission, selection and absorption of informations, in 1967. he founded Referral Centre of University of Zagreb, with goal of connecting teaching and exhibition documentation work. He imagined Referral Centre of University of Zagreb as interdisciplinary, multidisciplinary and transdisciplinary institution of scientific, study and operative university meaning for promoting and referring information and communication. Scientific and expert materials, documents, publications and semi-publications should be available (under certain conditions) and accessible to all interested users;

(6) He conceptually and informationally designes International permanent exhibition of publications (ISIP), as a referent library and exhibition centre for specialised exhibitions and collections of University of Zagreb and Centre for Librarianship, Documentation and Information Studies, which functions independently as a organisational unit of Referent centre since 1967.

(7) He systematic established information and documentation activities (Referral, bibliographical, chatalogical and indexed collections), informations about scientific and research works, scientific standards, codes, patents and other information publications and semi-publications;

(8) He founded science about informations and he defines basic operative informational terms (informatics, information science, information areas, museology, archivist, librarianship, documentaristic, information experts, abstractors, scientific information givers, information science workers, experts for processing data and informations);

(9) He encouraged formation of information and communication structures which will enable free flow of informations and and communication on all levels (local, national, regional and global);

(10) He founded and came up with a programme for multifunctional conference „Social and technological aspects of informations and communication“. This conference has shown accomplishments and the future development of information and communication technologies in our country and abroad to scientific and expert circles;

(11) He made base for Information Science and he resolved term dilemma informatics/informatologia, which intention was to grasp whole complex of emission-transmission-acumulation-selection-absorption of informations. According to Božo Težak, informatics, as a theoretical and practical science, is grasping whole ETakSA complex, which has become basic information cognition for systematical upgrade of Information Science. In this way, informatics becomes human science, which enables creation of truthfull community, based on understanding and freedom of scientific research.

(12) In 1969. he founded the first information scientific journal under the name of *Informatologia Jugoslavica* (1969 – 1979). As editor-in-chief of this unique regional journal, he wrote scientific articles and popular overviews about new system of scientific and technical informations. Our information science and economy can not be developed properly without including ourselves in the world of the developed. This world is asking for a direct appli-ance of scientific and technical informations in communication praxis.

(13) His capital Information Science papers were published in scientific journal *Informatologia Jugoslavica* 1 (1-4) (1969). The basic terms are:

a) information-documentation-communication system (INDOK) – Emission-transmission-acumulation-selection-absorption complex

(ETakSA) as a conceptual platform for INDOK-system;

b) Information Science and services: their structure, relations and politics;

c) the role of small countries in creating international systems of informations: participation of Yugoslavia;

d) promemoria for thesis about development of information-documentation-communication services in SR Croatia;

e) Referral Centre of University of Zagreb;

Božo Težak founded Information Science and he determined future development of Information Science in region and in Croatia:

(14) He applied initiative of UNESCO from 1971 about implementing World system (network) of science and technical informations (UNISIST), with goal of introducing this large information project to the country which didn't have decimal classification system in libraries

(15) He interceded for making interdisciplinary project for transforming National and University Library in Zagreb and organizing Croatian National Information Centre (NIC) according to UNISIST. He wanted to connect all leading librarian institutions in Croatia through NIC (NSB, Croatian Archive, JAZU Library, Institute for Statistic SRH, Referral Centre of University and Lexicographic Institute);

(16) With his visionary intention he updated the programme of postgraduate studies with new scientific disciplines: in museology (1965), protection of culture and nature monuments, study of archivist (1969), information science (1970) and communication science (1980);

(17) With new studies programmes in librarianship, museology, archivist, information and communication science he enabled status for university scientific disciplines, which today precede key positions at University of Zagreb in scientific field of Information Science;

(18) He created programme and organisation postulates for establishing two modern information studies at University of Zagreb: Faculty for Organisation and Informatics in Varaždin and Study of Information Science at The Faculty of Philosophy in Zagreb;

(19) With his work and work vision, he left deep scientific marks, which enabled founding of scientific field of Information Science in Croatia;

(20) With his work he contributed to affirmation and popularisation of information studies disciplines at croatian and regional universities.

7. NEW INFORMATION VISIONARY OF INCLUSIVE INFORMATION SOCIETY

By holistic analysis of historical genesis of scientific work of Božo Težak, with goal of creating new informational and communicational paradigm in our informational spaces, we can conclude that information scientist Božo Težak, has always created and thought beyond his generation and he anticipated new information and communication era. Information scientific thought of Božo Težak has made a base for today's new historical era of Information Science, which is determined by information and communication processes, interactive communicating, new information and communication technologies and spreading of Internet citizens network. The future of informatization and democratization of the society, we must look for in scientific legacy of Božo Težak and in full whisk and development of Information Science. New information networks enable interactive communicating in global cyberspace. Development of Information Science and scientific publicist writing is the assignment of all of us, so we must continue to study scientific legacy of Božo Težak, his editorial intellect at pages of journal Informatologia and his humanist thoughts, dialectic of information word and power, processes of information understanding, cultural barriers and paneuropean perspective of Information Science. Founder of scientific publicistic and Information Science really is Božo Težak, who affirmed new paradigm of Information Science, which studies communication as a form of cooperative information interaction, in which there is a latent presence of informational disjunction. Information Science in works of Božo Težak, and also his editorial policy in journal Informatologia, implies scientific communication as a process of discursive competitiveness, scientific dialog, in which informational scientists want to demonstrate their thankful and informational supremacy.

Editorial work of Božo Težak, world recognized information and communication scientist is valuable contribution to Information Science, in theory and in praxis. In theory, scientific work and editorial directions by Božo Težak, are a supplement to theories of respected classics of Information and Communication Science (Jurgen Habermas, France Vreg, Carl Iver Hovland, Kurt Lewin, Harold Dwight Lasswell, Paul Felix Lazarsfeld, Wilbur Schramm i Norbert Wiener). His work has opened new information visions for systematic and practi-

cal deliberation of new multidisciplinary holistic paradigm of Information Science.

From synchronic and diachronic analysis of structural and editorial contents in his work, we can conclude that Božo Težak has taken historical place of information science classic with his scientific contribution to the development of Information Science and scientific publicist writing in our region and abroad /15/. From the synchronous and diachronic analysis of structural and editorial content in his work, we can conclude that Božo Težak has taken historic place of the classics of information science, in the meaning of scientific contribution in reflection and anticipation of the development of a global inclusive information society, and the systematic development of information sciences and scientific publishing in our and international information space.

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