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*References:*22 *Tables:*0 *Figures:* 0
Category: Original Scientific Paper
Title: POLITICAL COMMUNICATION AND SOCIAL CHANGE IN PLURALIST SOCIETY
Author(s): France Vreg
Affiliation: Faculty of Political Science, University of Ljubljana, Ljubljana, Slovenia
Keywords: political communication, social changes, media
Abstract: The paper discusses the complex relations between the distribution of power in societies (western and eastern) and the communication systems, especially mass media. Beside dominant, in all societies there exists alternative political communication and this comes afore especially in the times of crisis. In such times the media cannot "produce" the societal consensus, and elites are bound to reconstruct at least some of the important Institutions. As to the advent of the new information technologies, they cannot be taken only as a factor of democratization. It is quite possible that they will lead to an unprecedented concentration of power, e.g. in the multinational companies.

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Category: Original Scientific Paper
Title: SCIENCE IN POST-TRUTH SOCIETY: NEW MEDIA ANDSOCIAL PERCEPTION OF SCIENCE
Author(s): Željko Pavić, Antun Šundalić
Affiliation: Department of Cultural Studies, Faculty of Economics, Josip Juraj Strossmayer University, Osijek, Croatia
Keywords: science, media, Internet, postmodern society, popularization of science
Abstract: The public has always had an ambivalent attitude towards science. Science has brought new knowledge and has made life easier, but the power of knowledge has always provoked doubts about ethics of scientific endeavours. Among other factors that might be attributed to contemporary postmodern society, various characteristics of media production lead to the communication errors and negative public attitudes towards science. However, the advent of the new media has exacerbated such issues within the relationship between science and the media, taking into account that non-selective information sources on the Internet destroy the role of "gate-keeping" residing in traditional mass media and journalists. Although at first sight such a process implies potential for information demokratization, it also entails possibilities of presenting completely false and unfounded opinions, especially those concerning science. In this paper, the authors show a detailed analysis of the socio-cultural changes and media

production characteristics that cause misunderstandings, but they also indicate useful principles that could lead to the more successful communication and social understanding of science. The role of scientists as communicators of science is indispensable in this respect, but there is also a need to abandon the traditional and idealized concepts of science as an isolated and self-sufficient human endeavor.

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*References:*8 *Tables:*1 *Figures:* 0
Category: Original Scientific Paper
Title: DIALOGICAL INTERACTION: CHARCTERSITICS AND IMPLEMENTATION IN DISTANCE LEARNING
Author(s): Nadezhda Leonidovna Vinogradova, Lilia Anatolyevna Fedotova, Olga Victorovna Sviridova, Natalya Aleksandrovna Prom
Affiliation: State Technical University, Volgograd, Russia
Keywords: Dialogue, interaction, distance learning
Abstract: The article is devoted to the rationale of the dialogical principle in distance learning. The present study considers realization of effective interaction to be the key issue of distance learning, involving feedback and organization of interactive space for dialogue. The more dialogical interactions will be constructed and implemented while creating the framework of distance learning, the more qualitative results will be achieved. The article provides examples of dialogue organization while developing computer systems of distance learning and the possibility of its realization for students' continuous assessment. Despite the fact that the disposition toward dialogical interaction in distance learning has not so far become a common tendency for the learning process participants the future of distance learning is assumed to be closely connected with the realization of the dialogical principle.

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Category: Preliminary Communication
Title: COMPARATIVE ANALYSIS OF THE IMPACT FACTORSINFLUENCING THE CINEMA AND THEATRE ATTENDANCE AND THEIR BUSINESS PERFORMANCE
Author(s): Ivana Bestvina Bukvić, Marta Borić Cveniĉ, Iva Buljubašić
Affiliation: Josip Juraj Strossmayer University of Osijek, Department of Cultural studies
Keywords: cinema and theatre attendance impact factors, industry customizedmarketing methods, business performance, financial results

Abstract: The aim of this paper is to analyse the impact factors influencing the cinema and professional theatre attendance. The paper gives the analysis of the Croatian cinema and professional theatre industry, financial performance of the cinemas and national theatres operating in Osijek and Zadar and presents the relevance of the industry customized marketing methods. For the reason of determining the factors that influence the attendance and accordingly financial result, the primary research on student's consumption of analysed creative industries subsectors - cinema and theatre was conducted in Zadar and Osijek. The results of the primary research showed several factors relevant for the younger population attendance, which can accordingly influence the business performance and financial result. Here, the industries with different specifics were observed, the mainly private-owned and financed cinema industry and the mainly state-owned and financed theatre industry, which as well, significantly defines the business priorities, behaviour and performance.

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Category: Authors Review
Title: INTERNATIONAL AND LEGAL ASPECTS OF CITIZENSHIP ON THE BASIS OF ANALYSIS OF THE LEGISLATION IN KAZAKHSTAN AND GREAT BRITAIN
Author(s): Aidana Otyunshiyeva¹, Alua Ibrayeva¹, Joshua Castellino², Dina Baimakhanova¹, Akhilbek Baikenzheyev³
Affiliation: Department of the Theory and History of State and Law, Constitutional and Administrative Law Al-Farabi Kazakh National University, Almaty, Kazakhstan¹; Law School, Middlesex University, London, United Kingdom²; Academy of National Security in the Republic of Kazakhstan, Alma-Ata, Kazakhstan³
Keywords: Bipatrism, citizenship, naturalization, migration, acquisition of citizenship
Abstract: The purpose of this article is to examine the international legal aspects of citizenship on the basis of the laws of Kazakhstan and the United Kingdom analysis. For this, the author used general theoretical and specific scientific investigation methods. As a result of the analysis, the author claims that the legal regulation of citizenship is carried out by each state independently. The legal regulation of citizenship is directly related to the migration of people, which has intensified in recent years in connection with armed conflicts and economic decline in some countries. The legal regulation of citizenship must correctly reflect the migration processes in order to prevent negative consequences for both the state and the individual in it. It has been revealed and justified that the legislation on the citizenship of Kazakhstan and the UK provides for a number of

requirements for obtaining citizenship. There are two main ways to obtain citizenship: by birth or by naturalization. Based on the analysis, the author concluded that the legislation on the citizenship of Kazakhstan and the UK stipulates that citizenship is acquired and terminated by a specially prescribed legal procedure by the competent government authorities. Based on the analysis of Kazakhstan legislation, it was concluded that the methods of obtaining Kazakhstan's citizenship are: 1) by birth; 2) as a result of naturalization; 3) on the basis of interstate contracts of Kazakhstan; 4) on the grounds provided by the Law of Kazakhstan "On Citizenship". There are also ways to obtain UK citizenship under the British Nationality Act of 1981: 1) by birth; 2) by origin; 3) by naturalization; 4) by registration. Also, on the basis of a scientific approach to the issue of citizenship and its role in the existence of the state, the author concluded that bipatrism (multiple citizenship) adversely affects the state and carries a large risk to the state, including the loss of independence and sovereignty.

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Category: Professional Paper
Title: SCHOOL OF TOMORROW
Author(s): Slavoljub Hilčenko
Affiliation: College of Education Science, Subotica, Serbia
Keywords: Traditional schools, ICT, educational technology, formal and informal education, INDIVIDUALIZED school of tomorrow-new global-local paradigm!
Abstract: For Traditional school in Serbia are needed radical, painful and system cuts that are related to its educational programs (curricula's), approaches to the work (educational technology-methodology of work) and even the institutional-formal structure (but and non-formal education). In the last 10 years, the wrong moves from educational authorities made of the teachers "persona non grata", while on the other hand, students and parents were given all the possible rights. In addition, ICT made such changes in the classroom, where the average teacher is not up for, and much less qualified, to answer for requirements of the time and the needs of new generations. ("Keeping the classical class in such an environment is a nightmare for most of them"). Even If there are such, THEY DO NOT OFFER WELL DESIGNED E-CONTENT! The fact that nearly two decades was delayed the introduction of the subject Informatics and computers as a compulsory subject in primary schools in comparison to the countries in which pre-schoolers learn the basics of programming is devastating. Changes imposed at school of tomorrow (global and local) will go to all of the above directions. Serbia will regard to this, "as usual catch the last train". The paper aims at presenting possible directions of transformation of today's schools into the schools of tomorrow.