

Informatologia, 50, 2017, 3-4, 121-133

Literature: Serial *Bibliographic level:* Analytic
 UDC: 304:32
 ISSN: 1330-0067
Coden: IORME7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 50(2017) *Issue No:* 3-4
Other indetification: INFO-2174 *Page numbers:* 121-133
Received: 2017-08-13
Issued: 2017-10-11
Language –of text: Engl. *– of Summary:* Engl., Croat
References: 30 *Tables:*1 *Figures:* 1
Category: Original scientific paper
Title: GOVERNANCE AND POLITICS FOR TRANSFORMING OUR WORLD
Author(s): Ivo Šlaus
Affiliation: The World Academy of Art and Science
Key words: world transformation, new paradigm, governance, politics
Abstract: Transforming our world requires a new paradigm: human- and humanity-centered. More than half a century ago the Russell-Einstein Manifesto (July 9, 1955) calls "Remember your humanity and forget the rest!" The realization of the humanity-centered world is our most important and imminent task. It demands active involvement of all stakeholders: sovereign states, international organizations, academies, universities, research and art centers, businesses, civil society organizations, religions and most notably all citizens. It requires new, out-of-the-box ideas, requires appropriately changing our behavior and requires adequate political decisions. Politics permeates all these activities.

Informatologia, 50, 2017, 3-4, 134-140

Literature: Serial *Bibliographic level:* Analytic
 UDC: (437.3):(430):81'286
 ISSN: 1330-0067
Coden: IORME7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 50(2017) *Issue No:* 3-4
Other indetification: INFO-2175 *Page numbers:* 134-140
Received: 2017-04-17
Issued: 2017-11-06
Language –of text: Engl. *– of Summary:* Engl., Croat
References: 22 *Tables:*0 *Figures:* 0
Category: Original scientific paper
Title: SPECIFIC FEATURES OF THE LANGUAGE SITUATION IN THE SOUTH-BOHEMIAN BORDERLAND
Author(s): Alena Jaklová
Affiliation: Faculty of Philosophy, University of South Bohemia, České Budějovice, Czech Republic
Key words: Czech lands, Germans, Czech language, German surnames
Abstract: Owing to intense contacts with German-speaking territories, Czech lands, and in particular their border areas, were bilingual from as early as the Middle Ages. Germans started to settle in Bohemia in the late 10th century and remained a substantial minority there until the end of WWII. In 1945-1946, on the basis of a decision adopted at the Potsdam Conference in the summer of 1945, they were moved out of the country. Nevertheless, the historical national structure of the population still has a bearing on the present language situation in the Czech Republic, especially in its border areas. Despite efforts of the Czechoslovak government in the second half of the 1940s to prioritise Czech national aspects, the Czech language retained a

complete system of German surnames, whose frequency is strikingly higher in the border areas compared to the interior of the country. These surnames also show area-specific semantic motivation and phonological features, pointing to territories from which the ancestors of South-Bohemian Germans once arrived in Bohemia.

Informatologia, 50, 2017, 3-4, 141-150

Literature: Serial *Bibliographic level:* Analytic
 UDC: 339.138:338.5:004.891
 ISSN: 1330-0067
Coden: IORME7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 50(2017) *Issue No:* 3-4
Other indetification: INFO-2176 *Page numbers:* 141-150
Received: 2015-06-06
Issued: 2017-04-06
Language –of text: Engl. *– of Summary:* Engl., Croat
References: 9 *Tables:*5 *Figures:* 6
Category: Original scientific paper
Title: EXPERT PRICING SYSTEM AS PART OF MARKETING MIX
Author(s): Sanja Bijakšić, Brano Markić, Arnela Bevanda
Affiliation: Faculty of Economics, University of Mostar, Mostar, Bosnia and Herzegovina
Key words: marketing mix, pricing system, expert systems
Abstract: Marketing mix is a set of elements with whose designing organisational system tends to realise a set of strategic aims. It is made up of product, price, promotion, and place. Price is complex marketing mix part that ensures organisational system with certain level of revenues, but at the same time price level influences customers' decisions on purchasing a service or a product, organisational system competitiveness, and its market position. Therefore it is important to estimate price realistically, and to choose appropriate method of its calculation. Applied method always depends on a set of business aims. Nowadays there is discrepancy of complexity in theoretical approach in pricing in microeconomics, macroeconomics, accounting, finance, and other economic disciplines compared to realistically applied methods. Theoretical approaches are often inapplicable, and actually applicable methods are "simpler", and are usually based on market estimation and a set of business aims of organisational system functioning. Expert systems are computer programmes that are able to translate "practical" experiences and applicable knowledge in a form of knowledge base, and serve as assistants and consultants in selection of pricing method for a product or a service. This paper researches and presents possibilities of expert system development for pricing of a product or a service as an element of marketing mix. Object-oriented declarative programme language Visual Prolog is used to develop exPrice expert system and it has showed satisfactory development and application power.

Informatologia, 50, 2017, 3-4, 151-161

Literature: Serial *Bibliographic level:* Analytic
 UDC: 070:82-1/-9
 ISSN: 1330-0067
Coden: IORME7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 50(2017) *Issue No:* 3-4
Other indetification: INFO-2177 *Page numbers:* 151-161
Received: 2017-06-18

Issued: 2017-11-18

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

References: 9 *Tables:*5 *Figures:* 0

Category: Original scientific paper

Title: CONTEMPORARY SHORT-FORM GENRES IN WEEKLY PRINT MEDIA

Author(s): Terézia Rončáková

Affiliation: Faculty of Philosophy, Catholic University, Ružomberok, Slovakia

Key words: marketing mix, pricing system, expert systems

Abstract: The nature of journalistic genres evolve as they are exposed to various cultural, social, political and technological changes and developments. Today, the influence of the Internet and the emergence of new media have a significant impact on the development of new trends in contemporary classical print media. This study examines the range of current genre forms used by Slovak weeklies focusing on political and current affairs. The analysis is based on extensive research which has led us to define 16 new genres which can be categorized into three groups – long-form, short-form and lifestyle. The results of this research are presented in detail only for the short-form texts, and within this group we have identified four new specific genres: weekly news coverage, news update, diary and testimony. The basis of our classification is the established genre-constituting criteria (topic, function, form, composition and language). The study reaches three key findings: (1) the tendency of current genres towards increased levels of subjectivity (the so-called 'blog phenomenon'); (2) the dependence of specific forms within the genre model upon the positioning of a periodical on the decency/tabloidism scale (the continuum between the extremes of respected and tabloid periodicals, and hence between 'hard' and 'soft' form genres); and (3) the converging development of different genres (texts converge in terms of language, composition and form, while nonetheless keeping their key discerning criteria – function and topic – intact).

Informatologia, 50, 2017, 3-4, 162-169

Literature: Serial

UDC: 070.489:316.653

ISSN: 1330-0067

Coden: IORME7

Vol. No. (Year): 50(2017)

Other indetification: INFO-2178

Received: 2016-17-05

Issued: 2017-02-15

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

References: 11 *Tables:*0 *Figures:* 7

Category: Original scientific paper

Title: RESEARCH OF READERSHIP ATTITUDES TO TABLOID EDITIONS OF NEWSPAPERS AND MAGAZINES IN RS

Author(s): Nenad Vujić, Nenad Perić, Milica Vasiljević Blagojević

Affiliation: Institute for International Politics and Economics, Belgrade, Serbia; Metropolitan University, Belgrade, Serbia; High School of Vocational Studies, Belgrade, Serbia

Key words: media, tabloids, readership

Abstract: Media shape the reality perceived by readership. The readership receives information from the media in the form in which the readers tend to pass them on as their own opinions. Despite the increasing danger of such reality, no research into the

perception on tabloid editions has been conducted locally. The aim of this research was to verify if there are laws in the perception on tabloids concerning the characteristics of certain segments of population. The research thus established the correlation between the increase of negative attitudes to tabloids and the higher education level in respondents. Another expectation made in initial hypotheses being of greater social significance was an extremely high level of agreement in the opinion that tabloids represent a low form of culture, that their reporting is distasteful and that they should not be trusted. The theoretical framework and the results obtained through research may be of great significance for both the media and other participants in the advertising industry - advertisers and advertising agencies. The scientific contribution of this paper is in the initial data obtained by the researchers pertaining to the readership (respondents) perception of tabloids in RS, which regard the fields of sociology, media and advertising.

Informatologia, 50, 2017, 3-4, 170-182

Literature: Serial

UDC: 159.923.2:234.2-053.9

ISSN: 1330-0067

Coden: IORME7

Vol. No. (Year): 50(2017)

Other indetification: INFO-2179

Received: 2016-05-12

Issued: 2017-02-15

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

References: 48 *Tables:*5 *Figures:* 1

Category: Original scientific paper

Title: SPIRITUAL FACTOR AS AN IMPORTANT ELEMENT OF LIFE SATISFACTION IN OLD AGE

Author(s): Boris Miha Kaučič, Bojana Filej, Barbara Toplak Perović, Marija Ovsenik

Affiliation: Alma Mater Europaea – ECM, Maribor, Slovenia

Key words: life satisfaction, old age, spiritual factor

Abstract: This article focuses on the question of the influence of the spiritual factor on life satisfaction. Spiritual factor includes two indexes - self-esteem and self image as well as spirituality. Both include more variables. We have studied self-esteem with Rosenberg standardized questionnaire, self image and spirituality were studied by evaluating variables (feelings of inferiority, the adoption of the external appearance, the meaning of life, meditation, prayer) and satisfaction with life with »Satisfaction with Life Scale (SWLS)«. The survey was based on a quantitative methodology and on a non-experimental method. The sample size was determined based on the proportional stratification according to the size of population 65 years and over according to the data of Statistical Office of the Republic of Slovenia for 2012. The study involved 1,064 older people aged 65+ living at home and in social welfare institutions. We received 656 correctly completed questionnaires, representing 61.6% of the study population (home: 380 - 57.9%; social welfare institution: 276 - 42.1%). For the analysis of causal effects, we used advanced statistical methods (propensity score methods). We have found out that the index of self-esteem and self image as well as spirituality is strongly associated with life satisfaction as the highest average value of a multiple R-square

Bibliographic level: Analytic

Short title: Informatologia, Zagreb

Issue No: 3-4

*Page numbers:*170-182

Bibliographic level: Analytic

Short title: Informatologia, Zagreb

Issue No: 3-4

Page numbers: 162-169

of the spiritual factor was $R^2 = 0.37$. Spiritual factor is therefore an important element of satisfaction with life in old age, because it allows the old person to strike a balance for peaceful life.

Informatologia, 50, 2017, 3-4, 183-192

Literature: Serial *Bibliographic level:* Analytic
 UDC: 32:81'25
 ISSN: 1330-0067
 Coden: IORME7 *Short title:* Informatologia, Zagreb
 Vol. No. (Year): 50(2017) *Issue No:* 3-4
 Other indetification: INFO-2180 *Page numbers:* 183-192
 Received: 2017-09-13
 Issued: 2017-12-01
 Language –of text: Germ. – of Summary: Germ., Engl.
 References: 48 Tables:5 Figures: 1
 Category: Original scientific paper
 Title: POLITICALLY INITIATED TRANSLATORY TEAMWORK - TRANSLATION SERVICES BEFORE AND TODAY
 Author(s): Annette Đurović¹, Vlasta Kučič²
 Affiliation: Faculty of Philosophy, University of Belgrade, Belgrade, Serbia¹; Faculty of Philosophy, University of Maribor, Maribor, Slovenia²
 Key words: Translation service, EU, equality of languages, early Middle Ages, Toledo Translation School, political power through knowledge
 Abstract: Eine der obersten Prämissen der Europäischen Union ist die Gleichberechtigung aller Mitgliedstaaten. Dazu gehört auch die Gleichberechtigung der Sprachen. Die Folge einer derart deklarierten Sprachenpolitik ist logischerweise ein breitmögliches Netz gut funktionierender Übersetzerdienste, die möglichst nach Bedarf auch Hand-in-Hand arbeiten. Gab es jemals derart breit angelegte politisch initiierte Übersetzerdienste in der Menschheitsgeschichte oder ist das alles eine Erfindung der Neuzeit? Das frühe Mittelalters bringt eine sehr interessante Entwicklung zutage: die Übersetzerschule von Toledo. Vielfach geklärt wurde ja bereits, dass der Name höchst irreführend ist, da es sich keinesfalls um eine Schule im Sinne einer Ausbildungsstätte handelte, wohl aber um eine politisch initiierte groß angelegte Übersetzungsdienstleistung. Im vorliegenden Beitrag wird dargestellt, worin die Leistung der Übersetzungsschule von Toledo besteht, im interkulturellen Austausch zwischen Abend- und Morgenland, bei der Gratwanderung zwischen übersetzerischer Kompetenz und politischem Interesse der Auftraggeber. Im XII. Jahrhundert erkannten die Auftraggeber, gelehrte elitäre Kreise der katholischen Kirche, den Zusammenhang zwischen Wissensaneignung und Stärkung der Machposition und eigneten sich die umfangreiche Erkenntnisse der Mathematik, Physik, Astronomie, Medizin etc. des Orients zu diesem Zwecke an. Dazu mussten die Werke breit angelegt ins Lateinische übersetzt werden, das im gesellschaftlichen Durchschnitt nur von ihnen beherrscht wurde. Die Translationsaktivitäten des XIII. Jahrhunderts gestalteten sich in eine etwas andere Richtung als jene im Jahrhundert zuvor, gelenkt ebenfalls ausschließlich durch politische Interessen. Es blieb die Prämisse „Macht durch Wissen“, wenngleich nunmehr nicht für eine kleine Gruppe kirchlicher Würdenträger, sondern für einen König. Hinzu kam eindeutig ein

klares nationales Interesse, das sich sprachlich durch Übersetzung ins Kastilische, die Sprache des Königs, des Inhabers der politischen Macht, manifestierte, und nicht mehr ins Lateinische, die Sprache der katholischen Kirche. So fanden die in Toledo übersetzten Werke ihren Weg nach Europa und festigten ihre Bedeutung als Meilenstein für Wissen auf dem Alten Kontinent. Das neu erlangte Wissen legte die Grundlagen für die Renaissance und die Neuzeit.

Informatologia, 50, 2017, 3-4, 193-201

Literature: Serial *Bibliographic level:* Analytic
 UDC: [7.071.4:811.112.2]:004.4:37
 ISSN: 1330-0067
 Coden: IORME7 *Short title:* Informatologia, Zagreb
 Vol. No. (Year): 50(2017) *Issue No:* 3-4
 Other indetification: INFO-2181 *Page numbers:* 193-201
 Received: 2017-07-01
 Issued: 2017-11-03
 Language –of text: Germ. – of Summary: Germ., Croat.
 References: 13 Tables:5 Figures: 0
 Category: Preliminary Communication
 Title: EFFECTIVENESS OF LEARNING IN THE MOODLE LEARNING PLATFORM FROM THE VIEW FUTURE GERMAN LANGUAGE TEACHERS
 Author(s): Andreja Retelj
 Affiliation: Faculty of Philosophy, University of Ljubljana, Ljubljana, Slovenia
 Key words: german language, Moodle, on-line learning
 Abstract: Im vorliegenden Beitrag setzen wir uns mit dem Lernen der angehenden DaF-Lehrenden (Deutsch als Fremdsprache) mithilfe von Online-Materialien in der Lernplattform Moodle auseinander. Die Informations- und Kommunikationstechnologie ist heutzutage schon ein fester Bestandteil des DaF-Unterrichts. Weniger setzt man sich dagegen mit der Integration der neuen Technologien im Lehramtsstudium auseinander. Um herauszufinden wie DaF-Lehramtsstudierende mit Online-Lernmaterialien umgehen und wie effektiv das Angebot hinsichtlich des Lernens ist, wurde eine Umfrage unter DaF-Studierenden an der Philosophischen Fakultät in Ljubljana durchgeführt. Die Analyse der Fragebögen zeigt, dass Studierende die Lernplattform vor allem als Speicherplatz für Studienlektüre verstehen und als Möglichkeit dafür Seminararbeiten in digitaler Form abzugeben. Als besonders effektives Lernmittel jedoch nicht. Anhand der studentischen Meinungen werden einige Vorschläge für die Gestaltung der Kursräume und Online-Aktivitäten gegeben.

Informatologia, 50, 2017, 3-4, 202-209

Literature: Serial *Bibliographic level:* Analytic
 UDC: 316.73:81'255
 ISSN: 1330-0067
 Coden: IORME7 *Short title:* Informatologia, Zagreb
 Vol. No. (Year): 50(2017) *Issue No:* 3-4
 Other indetification: INFO-2182 *Page numbers:* 202-209
 Received: 2017-09-13
 Issued: 2017-12-01
 Language –of text: Germ. – of Summary: Germ., Engl.
 References: 17 Tables:0 Figures: 0
 Category: Authors Review

Title: INTERCULTURAL LANGUAGE ASPECTS IN TRANSLATIONS OF ACADEMIC TEXTS

Author(s): Vlastimila Ptáčnicková

Affiliation: Faculty of Health and Social Sciences, University of South Bohemia in České Budějovice, Czech Republic

Key words: intercultural language, translation, interlingual differences

Abstract: This paper deals with the intercultural language aspects in translations of academic texts. The author tries to prove that translations of seemingly exactly defined terminology should consider interlingual differences as well as intercultural aspects. Based on communication, the article analyzes all of the specifics of academic communication, as well as academic translations. A few examples document the cases of translators who have had to translate expressions which name different cultural facts, as well as the various social systems related to them.

Informatologia, 50, 2017, 3-4, 210-213

Literature: Serial

UDC: 81'255.4:811.161.1

ISSN: 1330-0067

Coden: IORME7

Vol. No. (Year): 50(2017)

Other indetification: INFO-2183

Received: 2017-09-22

Issued: 2017-11-15

Bibliographic level: Analytic

Short title: Informatologia, Zagreb

Issue No: 3-4

Page numbers: 210-213

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

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

Category: Professional Paper

Title: THE USE OF BACK TRANSLATIONS IN THE LINGUISTIC CLASS: TEACHING RUSSIAN THROUGH ENGLISH

Author(s): Natalia Kaloh Vid

Affiliation: Faculty of Arts, University of Maribor, Maribor, Slovenia

Key words: back translation, russian language, english language, education

Abstract: The following paper focuses on the use of back translations in the linguistic course of the Russian language. I suggest that by reading, analyzing and discussing back translations, students can improve their knowledge of Russian, learn about the functions of the language and understand how social relations of power are exercised and negotiated in and through discourses. The chapter outlines the method that was introduced in the second part of the 30-hour course, once the students were familiar with the Cyrillic alphabet and could read short sentences. English translations from Russian literary texts were chosen for the practical step of the activity. The students were asked to focus only on culturally-specific items and to translate them back to Russian. The activity's aim was to raise the students' interest and to inspire them to use their imagination. In the second step of the activity, the students shared their solutions and ideas with the teacher.