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Language –of text: Germ. – *of Summary:* Germ, Engl.
References: 5 *Tables:* 0 *Figures:* 0
Category: Original Scientific Paper
Title: EMIGRATION - INTERCULTURALITY - LANGUAGE
Author(s): Alena Jaklová
Affiliation: Faculty of Philosophy of the University of South Bohemia, České Budějovice, Czech Republic
Keywords: Emigration, interculturality, Czech immigrants in the USA, Czech-American periodicals, contents, themis, language, ethno-methodological conversation analysis, social categories
Abstract: The study focuses on Czech emigrants leaving their home country for the USA from the half of the 19th century, and on the consequences of the new intercultural situation which they faced in the USA, namely its impact on their lives and language. These facts are being observed through analyses of Czech-American press, reason being that émigré journalism reflects all the relevant changes occurring in the lives of immigrants. The study concentrates on the 1860s and 1870s because it is in this period that interculturality is most apparent in the lives of the Czechs in the USA. The author analyses both the content and the language of the periodicals. Attention is paid to ethno-methodological conversation analysis, namely the transformation of social categories which the immigrants endorsed in relation to their ethnicity. Special attention is also being paid to the Americanization of the Czech language in its early phase.

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Language –of text: Engl. – *of Summary:* Croat, Engl.
References: 27 *Tables:* 9 *Figures:* 0
Category: Original Scientific Paper
Title: CULTIVATION THEORY AND HEGEMONY: A RESEARCH FROM TURKEY ON CULTIVATIONAL ROLE OF TELEVISION
Author(s): Ömer Özer
Affiliation: Faculty of Communication Sciences, Anadolu University, Eskisehir, Turkey
Keywords: Cultivation Theory, Hegemony, Television, Old and New Technology.
Abstract: Hegemony can be roughly defined as the overall field of practical strategies exerted by a dominant power in gaining the consent of the people under its rule (Eagleton, 1996: 167). The authority exercised on subordinated classes depends on consent, not force. Predominant classes operate hegemony through ideology; and media is one of the fields that hegemony is achieved. Cultivation theory expresses that television has a role on the social reality conceptualization and the world perception of people. For instance, heavy viewers consider that police is essential for this world. This suggests that hegemony is achieved. In this study, a research concerning the cultivation role

of television on the students of Faculty of Science at Anadolu University, Eskisehir, Turkey was carried out and the cultivation role has come out as a result of the analyses. This result indicates that hegemony is achieved on the related faculty students. In the Conclusion, I will discuss whether television is an old or new technology.

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Other indetification: INFO-145 *Issue No:* 2
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Language –of text: Engl. – *of Summary:* Croat, Engl.
References: 6 *Tables:* 2 *Figures:* 0
Category: Preliminary Communication
Title: INNOVATION AND TECHNOLOGY TRANSFER BARRIERS IN SLOVAKIA AND OTHER NEW EU MEMBER STATES
Author(s): Štefan Luby, Ivan Chodák, Martina Lubyová
Affiliation: Institute for Forecasting, Slovak Academy of Sciences, Centre of Excellence CESTA (Centre for Strategic Analysis), Bratislava, Slovak Republic
Keywords: EU, research and development, technology
Abstract: The performance of European Union in terms of R&D investment, innovations, and educational attainments generally lags behind that of its main competitors - the United States and Japan. Within the EU, the new member states from Central and Eastern Europe belong to the group of moderate innovators. As technology is the key component of the innovation system of the 2nd generation, this paper is dedicated to discussing the methods of technology transfer applied by innovation leaders in the EU (e.g. Germany or Finland) and to identifying the factors that may represent the main stumbling blocks in the way of more effective innovation procedures in the new member states (e.g. Governments' preferences for FDI that is attracted by the relatively cheap and skilled labour force; investors' preferences for using know-how developed in their home countries; the absence of venture capital available for R&D and technology transfers, etc.). As the situation in the new member states begins to change - wages are growing and the countries are building new research infrastructure with the help of the EU funds - a new innovation and TT paradigm enters the stage. We discuss the ways of coping with these new challenges - such as better governance in the field of patents, extended education of students in the field of innovative competences and entrepreneurial skills, deeper understanding of the operations of industry technology transfer organizations and improved access to venture capital.

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Other indetification: INFO-146 *Issue No:* 2
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Language –of text: Engl. – *of Summary:* Croat, Engl.
References: 31 *Tables:* 2 *Figures:* 0
Category: Preliminary Communication

Title: TV MARKET AND TELEVIEWERS IN SLOVAKIA

Author(s): Peter Kravcak

Affiliation: Catholic University in Ruzomberok, Ruzomberok, Slovakia

Keywords: Tv market, viewers, broadcasting

Abstract: In the early of nineties the dual broadcasting system in the young country in the middle of Europe enabled to develop television broadcasting to the scale of what viewers previously even had not dreamed of. Commercial television broadcasting prevailed in five and a half million country. Private broadcasting gained control of the more than forty-year-old state-owned service of TV broadcasting and sent it to the role of a statistical margin. Confidence of the first one - and later followed by other private televisions - has grown faster than the numbers of audience. Directors with the influence of legislators, unbeatable managers determined the transmission time programs from a week to week. This is termed as finding the optimal time based on audience preferences. The result is today's big television chaos for the viewers, who, as a consequence of unpredictable changes in the broadcasting of televisions cease to be interested. For many years the most viewed channel has dropped to the level of underrated rivals and the panic, which it suddenly started, make them produce more fatal changes. All in the name of the audience and excellent numbers of boxes called people meters. The same problem also faces other post-communist country, the second part of the former Czechoslovakia, the Czech Republic. The paper focuses on analysis and evaluation of Slovak television sphere (partly in comparison with the Czech), which seems, after twenty years of dual broadcasting, to gather a real media competition. But not everybody likes it.

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Language –of text: Croat

References: 35 *Tables:* 0 *Figures:* 2

Category: Authors Review

Title: TEACHER'S DEONTOLOGY -THE BASIS OF THE PEDAGOGICAL ETHICS

Author(s): Vladimir Rosić

Affiliation: University of Rijeka, Rijeka, Croatia

Keywords: teacher, pupil, ethics

Abstract: Pedagogical ethics is a special thematic field or discipline within pedagogy. It represents pedagogy's philosophical foundation as well as the normative side of the philosophy of education. Adhering to moral principles is essential in every profession therefore, every profession has a deontology of their own. Teacher's deontology points to the rights and obligations that have to be met as teachers' moral duty in the process of achievement interpersonal relations between the teacher and the pupil.

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References: 0 *Tables:* 0 *Figures:* 2

Category: Authors Review

Title: VERTICAL OF LIFE FOR A LIFE ON STAGE - Ilir Kerni, principal dancer at Croatian National Theatre in Zagreb

Author(s): Slobodan Elezović

Affiliation: Croatian Communication Association, Zagreb, Croatia

Keywords: Ilir Kerni, ballet, art

Abstract: At the age of 60, after a career of full four decades in the ballet arts as the most complex and multi-layered form of performance arts, the entirety of Mr. Ilir Kerni's achievements as an author of global renown is the subject of systematic approach in the monograph calling for methodical and meticulous research of the creative life and work of a special man and his worldview, including his outstanding aesthetic focus in performance arts as his core preoccupation, with a range of styles and potentials for a successful start and for guaranteed supreme accomplishments in choreographic and educational work and in any other role, considering his debut genre, the freshness and the completeness of his élan, enthusiasm and capacity as the guarantees of the highest reaches in international presentation of his creations on the global scene and at the most renowned ballet arts centres. The monograph is merely 'an indicative symbol' and the expression of value highlights that, as an example of the art of full immersion in one's chosen career path, become a supreme starting point for the greatest creations and for a place among the most elite Croatian and international authors.

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– of Summary: Croat, Engl.

References: 0 *Tables:* 0 *Figures:* 2

Category: Conference Paper

Title: ON THE 50TH ANNIVERSARY OF INFORMATOLOGIAE (1969-2019)

Author(s): Mario Plenković

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Mater Europaea – ECM & University of Maribor, Faculty of

Electrical Engineering and Computer Science, Institute of Media

Communications, Maribor, Slovenia

Keywords: Informatologia, communication science, scientific journal

Abstract: The founder of the scientific journal Informatologia (Informatologia Yugoslavica, 1969.), a prominent scientist Prof. Božo Težak, in upcoming scientific and technological revolution in which humanity is just getting started, placed the editorial concept of the magazine so that the focus of scientific developments affirms and promotes new profile of information and communication scientists. By this, information and communication technology has been intellectualized and turned into a dialectical interaction scientific process between education, science, society and technology. Vis-a-vis this orientation, in good faith, for evolutionary continuous development of information and communication sciences, at the pages of the scientific journal Informatologia develops new

complementary editorial scientific conception of the magazine (1980., under the leadership of editor in chief prof.dr.sc.Mario Plenkovic) which gave a wider and larger meaning to interactive communicative social relationships, emotion, human will, morality, information and communication stemming from Augustine's famous thesis "credo ut intelligam" ("I believe so that I may understand"). Editorial board of Informatologia then opted for interactive dialectical relationship of education, science, society and technology in which, technology does not determine all in society but other scientific educational factors, especially factor of information and communication will, forming a new value-communicative awareness of synthetic observation of information and communication science. New synthetic information science on the theory and practice of information and communication (information science) and science of communication (communication science), open a new historical period of administration and management (information and communication management), in all other supporting forms of information and communication technology (ICT), which defines and determines the new modern digitalized convergent media interaction and communicative society (Social Network, Facebook, Twitter, YouTube, Flickr, Bluetooth, bloggers, web communications, mobile applications, chat services, histogram, iPhone, instant messaging (IM), a new IM application, WhatsApp, Facebook Messenger, Big Data, Metricom, ...).

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Language –of text: Croat *– of Summary:* Croat, Engl.
References: 6 *Tables:* 0 *Figures:* 2
Category: Professional Paper
Title: COMMUNICATION PROTOCOLE OF KNOWLEDGE SOCIETY
Author(s): Davor Marić
Affiliation: Radio Dalmatia, Split, Croatia
Abstract: Democratic societies live by communication protocols. All types of operations follow certain procedures. Croatia as a state will join the European Union when it adapts to its protocols. This will happen when Croatia changes its legislation. In a sense Croatia needs to pass an entrance examination of readiness for living in the european society that is based on communication and knowledge. At the University students are taught by the Bologne educational process on how to join knowledge society. We coach them about computer literacy which is necessary for communication literacy - how and where to find informations. They are taught about differences between the society of knowledge vs. the society that is based on following formal bureaucratic procedures. The latter being widespread in Croatian society. They study about this new form of capitalism (information capitalism) which enforces laws and punishment for violation of legislation. They learn that individuals and states have their identifying, formal, noticeable and visible culture formats and laws as their regulators. Finally, they are taught that the world wide web and all types of media are just instruments of finding information and knowledge.