I

Media, Culture and Public Relations, 10, 2019,2, 123-132

Literature: Serial
Bibliographic level: Analytic
UDC: 800:316.7:007(437)
ISSN: 1333-6371
Short title: Media cult. Public relat.
Other indentation: INFO-143
Issue No: 2
Received: 2013-05-11
Page numbers: 123-132
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 Jakšeová
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 emigré 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.

Media, Culture and Public Relations, 10, 2019,2, 133-139

Literature: Serial
Bibliographic level: Analytic
UDC: 621.39:342.3
ISSN: 1333-6371
Short title: Media cult. Public relat.
Other indentation: INFO-144
Issue No: 2
Received: 2011-02-03
Page numbers: 133-139
– 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): Omer 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 not force. Predominant classes operate hegemony through consent, 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 not force. Predominant classes operate hegemony through consent, the consent of the people under its rule (Eagleton, 1996: 167).

Media, Culture and Public Relations, 10, 2019,2, 140-146

Literature: Serial
Bibliographic level: Analytic
UDC: 681.5:007:001(85.4)
ISSN: 1333-6371
Short title: Media cult. Public relat.
Other indentation: INFO-145
Issue No: 2
Received: 2013-02-17
Page numbers: 140-146
– 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 Lubýová
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.

Media, Culture and Public Relations, 10, 2019,2, 147-155

Literature: Serial
Bibliographic level: Analytic
UDC: 659.3:621.397:007
ISSN: 1333-6371
Short title: Media cult. Public relat.
Other indentation: INFO-146
Issue No: 2
Received: 2012-03-14
Page numbers: 147-155
– of Summary: Croat, Engl.
References: 31 Tables: 2 Figures: 0
Category: Preliminary Communication
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 not force. Predominant classes operate hegemony through consent, the consent of the people under its rule (Eagleton, 1996: 167).
TV MARKET AND TELEVIEWERS IN SLOVAKIA

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 its 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.

Media, Culture and Public Relations, 10, 2019, 2, 156-165

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 its 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.
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, …).

Media, Culture and Public Relations, 10, 2019, 2, 188-195

Authors: 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 Bolognian 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.