

Informatologia, 40, 2007, 3, 171-262

Literature: Serial *Bibliographic level:* Analytic
 UDC: 654.1:316.752 ISSN: 1330-0067
Coden: IORME7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 40(2007) *Issue No:*3
Other indetification: INFO-984 *Page numbers:* 173-179
Received: 2003-12-16 *Issued:* 2004-01-24
Language –of text: Croat. – *of Summary:* Croat., Engl.
References: 23 *Tables:*0 *Figures:*0
Category: Original Scientific Paper
Title: MEDIA THEORIES AND REALITY
Author(s): France Vreg
Affiliation: Faculty of Social Sciences, University of Ljubljana, Ljubljana, Slovenia
Key words: media, communication, politics
Abstract: In this article I direct attention to the fact that media powers cannot be discovered in formal state institutions only, but they need to be disclosed in informal and hidden institutions as well, which have impact on both the power and inability of the media. I point out that the real source of power is very often hidden behind formal political procedures: the process of democracy is just a facade ruled by true sources of political and economic power. I pinpoint the problem of truthful reporting and media manipulation. I dwell upon the Langs and Katz's critique of the Langs. The Langs have wrongly presumed that television truthfully reproduces 'reality'. Katz claims that television only provided with different presentation of reality. So television presented reality and also changed the reality it presented. The media have the power to decide how to construct reality. The media also show their 'inability', when they are forced to shout consciously or unconsciously such or a different construction of an event.

Informatologia, 40, 2007, 3, 171-262

Literature: Serial *Bibliographic level:* Analytic
 UDC: 007:338.48:316.7(4) ISSN: 1330-0067
Coden: IORME7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 40(2007) *Issue No:*3
Other indetification: INFO-985 *Page numbers:* 180-188
Received: 2001-03-21 *Issued:* 2002-03-18
Language –of text: Croat. – *of Summary:* Croat., Engl.
References: 7 *Tables:*0 *Figures:*1
Category: Original Scientific Paper
Title: EUROPEAN CULTURE AND TOURIST COMMUNICATION
Author(s): France Vreg
Affiliation: Faculty of Social Sciences, University of Ljubljana, Ljubljana, Slovenia
Key words: culture, tourism, tourist communication, Globalisation, tourist discourse
Abstract: The author examines tourism and tourist communication in the new market and cultural situation in the world that we call Globalisation. Tourism as well as tourist communication is caught in the Globalisation processes. In that field there is a constant battle among numerous tourist agencies that sell cultural sights of their countries, the sea, mountains, hotels and camps. Tourist communication is the part of global communication and international promotion. A tourist communicator must overcome the principles of transcultural mediation to reduce cultural differences and alleviate intercultural conflict.

Informatologia, 40, 2007, 3, 171-262

Literature: Serial *Bibliographic level:* Analytic
 UDC: 316.462.4:007 ISSN: 1330-0067
Coden: IORME7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 40(2007) *Issue No:*3
Other indetification: INFO-986 *Page numbers:* 189-197
Received: 1987-05-25 *Issued:* 1987-06-20
Language –of text: Engl. – *of Summary:* Engl., Croat.
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
Key words: media, communication, information technologies
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.

Informatologia, 40, 2007, 3, 171-262

Literature: Serial *Bibliographic level:* Analytic
 UDC: 001:37: 008.2: ISSN: 1330-0067
 Coden: IORME7 *Short title:* Informatologia, Zagreb
 Vol. No. (Year): 40(2007) *Issue No:*3
Other indetification: INFO-987 *Page numbers:* 201-206
Received: 2006-04-12 *Issued:* 2007-05-20
Language –of text: Engl. *– of Summary:* Engl., Croat.
*References:*13 *Tables:* 0 *Figures:*0
Category: Preliminary Communication
Title: EDUCATION AGAINST/OR FOR THE AGGRES-
 SIVE MARKET'S ROLE IN POST - MODERN SOCIETY
Author(s): Jana Bezenšek
Affiliation: Faculty of Education, University of Maribor;
 Maribor, Slovenia
Key words: education, market, consumer behaviour
Abstract: In the worldwide situation, provided by the
 rapid global process which have created a new social
 and cultural environment with unusual and adverse
 attitudes and antagonisms, the market has become a new
 educator: between family, school and social environment.
 Focused on population in strongly consumer oriented
 society, education for consumer behaviour about the
 rules of the market and social organisation of the sphere
 exchanges are of central importance to their individual
 and global social order. This is clearly the case in mass
 media debates on discussions on consumer learning,
 activities and sites. The author considers the main
 theories and suggests possible models on the pertinent
 social relationship and cultural influences in which
 consumption is embedded. She draws attention on,
 that favours consideration of a broader range of social
 relationship and cultural and contextual influences and
 points out how consumption-related learning for active
 education may originate outside the aggressive market
 behaviour.

Informatologia, 40, 2007, 3, 171-262

Literature: Serial *Bibliographic level:* Analytic
 UDC: 37.018:007:681.3 ISSN: 1330-0067
 Coden: IORME7 *Short title:* Informatologia, Zagreb
 Vol. No. (Year): 40(2007) *Issue No:*3
Other indetification: INFO-988 *Page numbers:* 207-210
Received: 2007-01-22 *Issued:* 2007-05-14
Language –of text: Engl. *– of Summary:* Engl., Croat.
*References:*10 *Tables:*3 *Figures:*0
Category: Author Review
Title: PHYSICAL OVERBURDENING OF PUPILS
 WITH THE WEIGH OF SCHOOL BAGS DURING THE
 PERIOD OF PASSING FROM EIGHT YEAR PRIMARY
 SCHOOL TO NINE YEAR PRIMARY SCHOOL
Author(s): Samo Fošnarič, Irena Delčnjak Smrečnik
Affiliation: Faculty of Education, University of Maribor,
 Maribor, Slovenia
Key words: pupils, the weight of a school bag, physical
 overburdening, eight-year primary school, nine-year
 primary school
Abstract: The article shows the empirical research
 which was carried out to present how children are
 overburdened by the weight of their school bags. 107
 pupils who are now in the fifth grade and this year are
 finishing the eight-year-primary school and next year
 they are continuing in the nine-year- primary school
 were included in the research. We confirmed the finding
 that at average the weight of a school bag of eleven
 years old pupil does not exceed 10 per cents which is
 the highest value at one hour burdening. At twelve years
 old pupils the weight of school bags increases for 3, 59
 % of body weight of a pupil and that represents 13, 17 %
 in relation to body weight. And there the critical point
 is exceeded. Obviously, there is a statistical discrepancy
 in the weight of school bags between eleven and twelve
 year's old pupils. The reasons for the increase of weight
 should be looked for in school schedules for both grades
 and in the increase of the use of textbooks in the seventh
 grade of nine-year primary school.

Informatologia, 40, 2007, 3, 171-262

Literature: Serial *Bibliographic level:* Analytic
 UDC: 007:681.3::37 ISSN: 1330-0067
Coden: IORME7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 40(2007) *Issue No:* 3
Other indetification: INFO-989 *Page numbers:* 211-215
Received: 2006-12-18 *Issued:* 2007-18-07
Language –of text: Croat. *– of Summary:* Croat., Engl.
References: 14 *Tables:* 0 *Figures:* 0
Category: Author Review
Title: MARGINS ABOUT INFLUENCE OF
 INFORMATICS ON CHANGES IN EDUCATION
Author(s): Jovan Bazić, Vesna Minić
Affiliation: Faculty of Education in Prizren, University of
 Priština, Priština, Serbia
Key words: informatics, education, society, teachers,
 students
Abstract: In general, main changes, prompted by great
 influence of informatics on education, have been going
 on in three directions. First direction is continuous
 supplement to classic education with new contents,
 methods and models of teaching, new information-
 communication technologies and other diverse
 innovations. Second direction is development of distance
 education (or distance learning) in virtual world, on all
 levels of formal education, especially on university level,
 as well as development of various models of informal
 education which suit individual needs of people, (such
 as various courses, "the Third Age University", etc.).
 Third direction is prolongation of schooling; increase of
 level of education of ordinary citizens; democratization
 of education sphere; vertical and horizontal connection
 of all levels and models of education; increase of level of
 general and professional culture of young people and
 adults, and stronger connection of education and work.

Informatologia, 40, 2007, 3, 171-262

Literature: Serial *Bibliographic level:* Analytic
 UDC: 007:659.3::37. ISSN: 1330-0067
Coden: IORME7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 40(2007) *Issue No:* 3
Other indetification: INFO-990 *Page numbers:* 216-222
Received: 2007-03-22 *Issued:* 2007-06-18
Language –of text: Croat. *– of Summary:* Croat., Engl.
References: 23 *Tables:* 0 *Figures:* 0
Category: Author Review
Title: INTEGRATION OF KNOWLEDGE IN EDUCA-
 TION
Author(s): Josip Mesarić
Affiliation: Faculty of Economy, University of Osijek,
 Osijek, Croatia
Key words: knowledge integration, economic curriculum,
 ontology, semantic web
Abstract: Complex problem solving, or simply the insight
 into the whole and understanding the topic of interest,
 raise the necessity for integration (fusion, merging) of non-
 contiguous, unconnected, disparted and fragmented
 knowledge. In this paper we investigate the causes of
 knowledge fragmentation in educational curricula on
 faculties of economics in the Republic of Croatia, as well
 as requirements for integration of economic knowledge.
 A concept for vertical and horizontal knowledge
 integration for given problem context based on semantic
 web technology is proposed.

Informatologia, 40, 2007, 3, 171-262

Literature: Serial *Bibliographic level:* Analytic
 UDC: 37.018:64.024:681.3 ISSN: 1330-0067
 Coden: IORME7 *Short title:* Informatologia, Zagreb
 Vol. No. (Year): 40(2007) *Issue No:* 3
Other indetification: INFO-991 *Page numbers:* 223-228
Received: 2007-02-20 *Issued:* 2007-05-17
Language –of text: Engl. *– of Summary:* Engl., Croat.
References: 12 *Tables:* 0 *Figures:* 1
Category: Author Review
Title: DEHUMANIZATION OF HOSPITALITY
 INDUSTRY USING INFORMATION-
 COMMUNICATION TECHNOLOGIES
Author(s): Vlado Galičić, Slobodan Ivanović
Affiliation: Faculty of Tourism and Hospitality
 Management Opatija, University of Rijeka, Rijeka,
 Croatia
Key words: hospitality industry, information-communi-
 cation technologies, dehumanization
Abstract: The man is standing on the threshold of the
 Information Age in which information-communication
 technologies (in the further text as ICT) offer unimagined
 possibilities on every field of operating and of living. ICT
 spread human intellectual possibilities and with that they
 contributed a lot in developing of our civilization but
 there are some questions: is it our life in this Information
 Age better, nicer and easier? Are we more satisfied with
 our work and life? Are we safer thanks to the usage
 of ICT? On the other hand, there are opening some
 questions like are we more lonely and more occupied
 in our job and in our communication because of ICT?
 Well, with great advantages of its usage and evident
 benefits, ICT considers also bad consequences, that is,
 it has also negative sides – dehumanization of working,
 human relationships, culture. This means that a man is
 entrapped in continuous improving, so there is more
 and more present the opinion that ICT and some similar
 innovations, which are applying in hospitality industry,
 alienate people or they lead towards dehumanization
 and towards de-socialization inside the human component.
 Even if we can't deny to the usage ICT some merits like
 development of quality in the area of preparation and
 offering service in hospitality industry or introduction
 of standardization as a prerequisite of offering service
 quality, it is incontestable that an enormous quantity
 of computer appliances in everyday work led towards the
 dehumanization.

Informatologia, 40, 2007, 3, 171-262

Literature: Serial *Bibliographic level:* Analytic
 UDC: 007:659.3::37.018 ISSN: 1330-0067
 Coden: IORME7 *Short title:* Informatologia, Zagreb
 Vol. No. (Year): 40(2007) *Issue No:* 3
Other indetification: INFO-992 *Page numbers:* 229-233
Received: 2007-04-20 *Issued:* 2007-06-25
Language –of text: Croat. *– of Summary:* Croat., Engl.
References: 28 *Tables:* 0 *Figures:* 0
Category: Professional Paper
Title: CHANGING OF EDUCATIONAL PRAXIS –
 TOWARDS QUALITY CHANGES
Author(s): Lidija Vujičić
Affiliation: Faculty of Education, University of Rijeka,
 Rijeka, Croatia
Key words: direct changing of educational practice,
 educational reforms, reflective practice, professional
 improvement, learning
Abstract: Regarding the professional and scientific
 literature, there is a large number of outlined sources
 that expound and explain the reasons of reform failure
 in the world, where emphasis is put upon the failure of
 changing educational practice. Referring to many authors
 (Bruner (2000), Fullan, (1993, 1999), Hopkins (2001) et al.),
 the thesis laid in the basis of this work's reflection is the
 one saying that real, long-term and qualitative changes in
 education are to occur by direct changing of educational
 practice in institution. In this matter, the changing of
 educational practice in institution means not only the
 changing of organizational, that is, structural dimensions
 in the institution, but still more it demands the changing
 of teacher manner of thinking, that is, raising the quality
 of teacher comprehension that refers to educational
 process. The comprehension of educational practice is in
 a connection with a teacher professional improvement
 as a strategy in the process of changing the educational
 practice on a way to qualitative changes in education. It
 is a question of teacher professional improvement as a
 continuous, lifelong process and reflective practice as a
 permanent learning strategy.

Informatologia, 40, 2007, 3, 171-262

Literature: Serial *Bibliographic level:* Analytic
 UDC: 007: 681.3:659.2/.4 ISSN: 1330-0067
Coden: IORME7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 40(2007) *Issue No:*3
Other indetification: INFO-993 *Page numbers:* 234-236
Received: 2007-03-27 *Issued:* 2007-05-04
Language –of text: Engl. *– of Summary:* Engl., Croat.
References: 8 *Tables:*0 *Figures:*0
Category: Professional Paper
Title: INTERPERSONAL COMMUNICATION IN THE DAYS OF THE INFORMATION REVOLUTION
Author(s): Bozena Muchacka
Affiliation: Pedagogical University of Cracow, Cracow, Poland
Key words: human communication, technology, development
Abstract: Modern society is often described as being information-based, mass, web-structured and globalised. Changes in human environment change man's functioning and the character of social life. Human interactions with the environment ceased to involve just the interrelationship of external objects. Numerous researches from all branches of science point to the presence of new elements (telepathic media) and new structure of the environment (global economy, characteristic framework of social experience) which arrive at new "social quality". Human intercommunications have undergone revolutionary change. General access to the Internet, e-mail and mobile phones constitute new techniques of communications. These modern communications solutions, combined with fast pace of life and the size of communications can on one hand stimulate human development, while on the other hand they undermine the development of personal knowledge, experience and life style. In the age of technopolisation, it seems crucial to conduct a debate on behaviour regulating mechanisms such as knowledge and wisdom, as the process of hunting just for information results in blocking the opportunities for development, reflection and reactivity. This paper presents and discusses the above issues.

Informatologia, 40, 2007, 3, 171-262

Literature: Serial *Bibliographic level:* Analytic
 UDC: 007:659.3::37.013:497.11 ISSN: 1330-0067
Coden: IORME7 *Short title:* Informatologia, Zagreb
Vol. No. (Year): 40(2007) *Issue No:*3
Other indetification: INFO-994 *Page numbers:* 237-240
Received: 2007-05-20 *Issued:* 2007-09-16
Language –of text: Engl. *– of Summary:* Engl., Croat.
References: 0 *Tables:*0 *Figures:*0
Category: Professional Paper
Title: IMPLEMENTATION OF THE STUDY PROGRAMME "MEDIA IN EDUCATION"
 at Faculty of Education in Sombor
Author(s): Vukan Popović
Affiliation: Faculty of Education, University of Novi Sad, Novi Sad, Yugoslavia
Key words: media, media designer, education
Abstract: The last decade of the 20th century and the beginning of the 21st century have been marked by the so-called "digital revolution" bringing epoch-making changes in society. These changes are the result of the technological progress which has had a considerable impact on the education and has been radically changing present learning and teaching processes. Many countries have accepted the newly appearing situation, altered their educational systems, and switched to education for new professions emerging as a result of the technological progress. Faculty of Education in Sombor provides education for experts in designing media in education. A new educational paradigm, implying the transition from offer to demand schooling as well as new technologies such as multimedia and the Internet, imposes the use of new teaching facilities and, consequently, new methods in teaching procedures. The process of education for a society of knowledge shall be a life-long one. It is necessary to prepare young people for these changes and train them in due time to use all technological innovations and work creatively in the areas of specialisation they have chosen. The aim of this paper is to present the experiences acquired through the implementation of teaching matter in exercises being part of the course of Media in education, and the formation of learning resources that are indispensable for training teachers for the new age.