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Category: Original Scientific Paper
Title: GERMAN SURNAMENES IN THE SOUTH-BOHEMIAN BORDERLAND AND THEIR WORD-FORMATION ASPECTS
Author(s): Alena Jaklová
Institution(s): Faculty of Philosophy, University of South Bohemia, České Budějovice, Czech Republic
Key words: South-Bohemian borderland; German surnames; frequency of German surnames; word-formation means of integration

Abstract: This paper deals with the German surnames used by the inhabitants of the South- Bohemian border region and with their specific features. The first of these is the higher frequency of such surnames in the region (over 18 % in South Bohemia compared to the national average of about 13 %), the second aspect is their word-formation. In the process of integration of German surnames into the Czech language, the ending most commonly employed in South Bohemia turned out to be *-a*, followed by other productive suffixes, such as the diminutive suffixes *-ek*, *-ik/-ik*, *-ka* and *-ko*. The most productive suffixes employed at the national level were *-ek*, *-ik* (with variants) and *-ik*.

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Category: Original Scientific Paper
Title: DIGITAL COMPETENCES OF TEACHERS AND ASSOCIATES AT HIGHER EDUCATIONAL INSTITUTIONS IN THE REPUBLIC OF CROATIA
Author(s): Mirela Müller, Melita Aleksa Varga
Institution(s): Department for Pedagogy, Faculty of Humanities and Social Sciences, Osijek, Croatia
Key words: digital competence, higher educational institutions in the Republic of Croatia, application of modern technology in teaching, purpose of applying new technologies
Abstract: One of the basic competences for lifelong learning is the development of digital competence, and especially at higher education institutions. There are long-term goals in economic and social progress in form of initiatives related to the ensuring the multiple information education. Due to the fact that there is not sufficient research aimed at assessing the initial state of information literacy within higher education institutions in Croatia, the goal of the present research is to determine the level of knowledge, more precisely the digital competence of teachers and educators in higher education institutions in the Republic of Croatia, the frequency of

their usage of modern technologies in teaching, and to explain the necessity of implementing the multimedia and e-learning training programmes at different faculties. The research was conducted on a representative sample (N = 1800) of teachers and associates at higher education institutions in the Republic of Croatia working in different departments in Osijek, Split and Zagreb. An online questionnaire was used to examine the level of their digital competence, and the frequency and the method of using modern technologies in teaching. The results of the research show that teachers and associates working at technical faculties are more competent in conducting their research scientific work and use the modern technologies significantly more than teachers and associates working in the area of social sciences and humanities. The results show that more than 70% of teachers and associates are assessing themselves as being digitally competent in the use of computers and new technologies, and over 60% of them regularly use media in their teaching practice.

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Category: Original Scientific Paper
Title: TECHNOLOGY IN THE CLASSROOM: EFL TEACHERS' TECHNOLOGICAL PEDAGOGICAL AND CONTENT KNOWLEDGE
Author(s): Amirul Mukminin¹, Akhmad Habibi², Fridiyanto³
Institution(s): „The Graduate School“Universitas Jambi, Jambi, Indonesia ^{1,2}; Universitas Islam Negeri Sultan Thaha Saifuddin Jambi, Indonesia³
Key words: EFL teachers, Indonesian EFL teachers, mixed-method, TPACK

Abstract: This is a mix-method study with a sequential explanatory design aimed at investigating the level of technology knowledge of EFL teachers in Indonesian senior high schools. In this study, a total number of 375 teachers from public schools located in the southern part of Sumatra Island, Indonesia, were voluntarily involved in the survey. To fit the context of the study, the TPACK survey was adapted from previous literature with the overall Cronbach's alpha ranging from .82 to .89. The adapted instruments were validated through content validity involving four experts in educational technology and one expert of English-Indonesian language translation. We also applied Cronbach's alpha testing, the reliability of the adapted instruments (0.75 to .89). Mean and p-value were reported in the quantitative report. Afterward, we interviewed teachers using semi-structured interview which questions were based on the survey items. The data were transcribed, translated, coded, and put into themes. Findings showed that all teachers had more knowledgeable of traditional, non-technological conception of pedagogy, and content than technological pedagogy and technological content.

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References: 98 *Tables:*0 *Figures:* 0
Category: Authors Review
Title: ROLE AND STATUS OF COMMUNICATION EXPERTS IN THE POLICE
Author(s): Anita Kovačič Čelofiga¹, Mario Plenković²
Key words: public relations, police, public relation experts, strategic communication management
Abstract: Police work is constantly at the forefront of media coverage and public interest – there are only few State Institutions that are subject to as much media and public attention as the police. Public relations, therefore, shape its image importantly, and, at the same time, differ from the public relations in public administration and the private sector due to its specific nature. The article discusses the work of Slovenian police communication experts, their position and status, as well as their position in comparison with their foreign colleagues, and communicators in the public and private sectors. We examined the content and systemic limitations of Slovenian police communication experts and found that they are faced with lack of media experience, appropriate education and knowledge of contemporary skills. Key reasons for this situation are several: An inadequate staffing policy, organisation, implementation of public relations and lack of employee training. These limitations are also the main factors why police communication experts devote most of their time to the technical level of public relations, even if, for higher quality and modern public relations, they should act more often in a strategic role.

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References: 6 *Tables:*0 *Figures:* 0
Category: Authors Review
Title: PARADIGMATIC REFLECTIONS ON MEDIA, CULTURE AND PUBLIC RELATIONS
Author(s): Mario Plenković, Daria Mustić
Key words: Communication science, paradigm, culture, media, public relations, media communication

Abstract: The paper reports on some of the research results and achievements on international scientific projects: "Croatian media communication in a convergent environment" (Faculty of Graphic Arts, University of Zagreb, Zagreb, Croatia) and "Strategic Communication Management" (Alma Mater Europaea - EASA, Maribor, Slovenia). The aim of this research work is a paradigmatic presentation and publication of separately selected thematic media research paradigms in a systematic paradigmatic communication chain that affirms culture, media and public relations (Case study: "Media, Culture and Public Relations" (2012-2020)). The paper uses qualitative and quantitative paradigmatic ontological, epistemological, axiological, rhetorical and communication research methodology. Project paradigmatic research was conducted in the time limits from 2012 to 2020. The obtained research results and conducted communication analysis of the essence and form of media communication culture and public relations is a new paradigmatic scientific contribution to the culture of media communication and the advancement of the role and function of public relations in the new inclusive information society.

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Category: Professional Paper
Title: NEW JOURNALISTIC GENRES IN SOCIAL WEEKLIES: A STATISTICAL PROBE
Author(s): Terézia Rončáková, Lenka Mócová
Key words: new journalistic genres, tabloidness, elitism, opinion, subjectivity, hidden advertising
Abstract: The traditional system of journalistic genres requires an update, which was attempted in a relatively coherent concept by T. Rončáková. We applied her genre classification containing both new and traditional genres to a sample of Slovak social weeklies and statistically tested the presence and quantity of individual genres. At the same time, we examined the presence of the author's opinion, verbs in the 1st person singular and the hidden advertising in the texts. The presented findings on genres and the presence of opinions, subjectivity and hidden advertising were interpreted in the context of the classification of individual periodicals, either elite or lifestyle ones, which helped determine the impact of the tabloid orientation of periodicals on their content and form.