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Received: 2019-04-15
Language –of text: Croat *– of Summary:* Croat, Engl.
References: 0 *Tables:* 3 *Figures:* 5
Category: Original Scientific Paper
Title: INFORMATION SCIENCES AND SERVICES: COMPONENTS, RELATIONSHIPS, AND POLICIES
Author(s): Božo Težak
Affiliation: Referral Centre, University of Zagreb, Zagreb, Croatia
Keywords: information science, information processes, information chain
Abstract: Under special subheadings were shortly described: main periods of communication; four levels of literacy; information processes, operations and institutions in historical perspective; main chain of informational „contact points“; relationships between „contact points“; and some hints for policy concerning institutions, such as archives, libraries, and documentation centres, as well as new ones using unconventional tools, such as computer and telecommunication centers. Above all the role of education of potential originators of new information (e-mitters) and various kind of users (absorbers) at the university level is emphasized.

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Language –of text: Germ. *– of Summary:* Germ., Engl.
References: 33 *Tables:* 0 *Figures:* 0
Category: Preliminary Communication
Title: COMPETENCE DEVELOPMENT FOR TRANSLATORS AND INTERPRETERS – THE CASE OF THE DEPARTMENT FOR TRANSLATION SCIENCE AT THE UNIVERSITY OF MARIBOR
Author(s): Vlasta Kučič
Affiliation: Department of Translation Science, Faculty of Philosophy, University of Maribor, Maribor, Slovenia
Keywords: translation science; education programme; translator
Abstract: This paper is a first attempt at making an analysis and trying to present a summary of the main characteristics of a newly founded undergraduate program for Translators and Interpreters at the Faculty of Philosophy, University of Maribor. The author tried to outline the structure of the program, which is based on the development of competences in the field of translation science, with the aid of theoretical and didactic approaches. The policy of EU-integration, demands qualified translators and interpreters, and the profession of translation aspires to unified educational criteria. Theoretical and scientific postulates confirm the presented strategy of education in the context of harmonization and optimizing European undergraduate programs and curriculums for future translators and interpreters.

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Language –of text: Engl. *– of Summary:* Croat., Engl.
References: 15 *Tables:* 0 *Figures:* 4
Category: Preliminary Communication
Title: MEDIA COMMUNICATION AND CULTURAL HYBRIDIZATION OF DIGITAL SOCIETY
Author(s): Mario Plenković¹, Daria Mustić²
Affiliation: Faculty of Graphic Arts, University of Zagreb, Zagreb, Croatia & Alma Mater Europaea – ECM & University of Maribor, Faculty of Electrical Engineering and Computer Science, Institute of Media Communications, Maribor, Slovenia¹; Faculty of Graphic Arts, University of Zagreb, Zagreb, Croatia²
Keywords: communication science, digital society, media, culture, visual communication, public
Abstract: The paper is analyzing basic operative terms of visual communication in contemporary digital media environment, which determinates analytical units of media communication and the new culture of communicating and message dissemination. Theory discussion is conducted by diachronic and synchrony analysis of elements of visual communication in digital environment and theory of public action. The main goal is to establish new communicative paradigm of media communication which includes the evaluation of digital skills, media literacy and the characteristics of the new hybrid digital society. Authors observe modern media communication and visual digitalization, not only in technical sense of transmission and adjustment of analog signal into digital signal, but also, simultaneous development of digital culture and adaptation of media content, media production and distribution of content to the new web environment (Web 2.0, Web 3.0, Web 4.0 and theoretical possibilities of so called Web 5.0) deriving the new contexts of social power.

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Language –of text: Engl. *– of Summary:* Croat., Engl.
References: 9 *Tables:* 0 *Figures:* 0
Category: Author Review
Title: MEDIA EDUCATION IN THE SCHOOL SYSTEM
Author(s): Wojciech Walat
Affiliation: Institute of Technology, University of Rzeszow, Rzeszow, Poland
Keywords: media education, school system, communication
Abstract: The diagnosis of the problem of the contemporary world in the area of global media communication is a basic challenge for existing and modernised educational systems. Without a complete vision of the world, people cannot exist in a fully aware way. Hence, the most important questions related to such social development in which no one would be excluded from the world-wide circulation of information. The general assumptions of common media education have been presented in the article.

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Language –of text: Croat. *– of Summary:* Croat., Engl.
References: 0 *Tables:* 0 *Figures:* 0
Category: Professional Paper
Title: THE THEORY OF THE KNOWLEDGE GAP
Author(s): Zdravko Šordan
Affiliation: Serbian Association of Communication, Belgrade, Serbia
Keywords: Knowledge; mass media; information
Abstract: In the process of overcoming the knowledge gap we need to begin from the fact that interest in societal problems and societal events does not develop automatically in people at all. Family and free time subjectively seem closer to people. To this we need to add that people with a lower level of education find it difficult to establish a personal relationship toward complex societal situations and complex societal problems, which would awaken an interest in searching for and receiving information on them. In order for this relationship toward information to be activated it is necessary, among other things, to theoretically and practically research the phenomenon of active search for, and reception of, information. Searching for information is constantly linked to subjectively seen and experienced events and problems, which treat mass media based on the usefulness of information. Therefore, it is a task of primary importance for the mass media to present societal problems to various social groups as subjective problems. In relation to the topic of the mass media, people with a higher level of education have an advantage because their general knowledge is at the same time their for knowledge or previously gained information. Such persons will accept the presented subject easier. Apart from that, existing foreknowledge acts stimulatingly and activates the search for information, while weaker or nonexistent for knowledge is de-stimulating in this sense, so those persons remain without a stance, and with that, also without a behaviour and orientation in life.

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References: 12 *Tables:* 30 *Figures:* 33
Category: Professional Paper
Title: COMMUNICATION ANALYSIS OF VISUAL CRITERIA FOR EVALUATION OF SUCCESS OF PARLIAMENTARY PARTIES
Author(s): Mario Plenković¹, Daria Mustić², Slobodan Hadžić³
Affiliation: Faculty of Graphic Arts, University of Zagreb, Zagreb, Croatia & Alma Mater Europaea – ECM & University of Maribor, Faculty of Electrical Engineering and Computer Science, Institute of Media Communications, Maribor, Slovenia¹, Faculty of Graphic Arts, University of Zagreb, Zagreb, Croatia²; PressCut, Zagreb, Croatia³
Keywords: Communication science, methodological framework, visual criteria, posters, parliamentary parties, election campaigns
Abstract: Visual elements of the message are functional only if the criteria of graphic design and communicational structure are appreciated, which are taking psycho-physiological characteristic of the human eye into consideration, basic laws of perception and outside factors (media, place of the message). The paper is dealing with the problem of successful usage of visual elements in outdoor advertising on the example of billboards of croatian parliamentary parties in the time of the parliamentary elections. The research is aimed questioning are the political parties designed their billboards using professional standards of graphic design. The paper is exploring success in designing key visual elements. Theory discussion is conducted thru forming and analysis of the structure of professional criteria for the usage of visual elements and analysis of their application on billboards of parliamentary parties.