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 References:80 Tables:0 Figures: 9  
 Category: Original scientific paper  
 Title: HYBRID IDENTITIES IN THE WORKS OF MARICA BODROŽIĆ, DANIJELA PILIC AND ANNA BAAR  
 Author(s): Ljiljana Aćimović  
 Institution(s): Philologische Fakultät, Universität Banja Luka; Banja Luka, Bosnien-Herzegowina  
 Key words: Identity, Hybridity, H. Bhabha, Third Space  
 Abstract: The article analyzes how three authors: Marica Bodrožić, Danijela Pilic and Anna Baar deal with the issue of identity. The theoretical definition of the concepts of identity and hybridity is followed by an analytical part based on a list of individual and collective characteristics of the term identity compiled by Michael Metzeltin and Thomas Wallmann. The following works were used as a basis for the analysis: prose autobiographical work *Sterne erben, Sterne färben* (2007) with subtitle *Meine Ankunft in Wörtern* by Marica Bodrožić, autobiographical work *Sommer vorm Balkan* with subtitle *Mein Leben zwischen Alpen und Adria* (2015) by Danijela Pilic and novel *Die Farbe des Granatapfels* (2015) by Anne Baar. As characteristics of identity in the mentioned texts, the following are analyzed: language, origin and family. In the conclusion, parallels are drawn and similarities and differences in the construction of hybrid identities are pointed out.

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 Category: Original scientific paper  
 Title: TRANSCULTURAL MEDIATION OF LITERATURE – THE COMPETENCE ORIENTED EXPERIENCE OF AESTHETIC LEARNING  
 Author(s): Jelena Knežević  
 Institution(s): Universität Montenegro, Philosophische Fakultät, Nikšić, Montenegro  
 Key words: intercultural/ transcultural literature, aesthetic learning, literary translation, Literature related to Yugoslavia  
 Abstract: The paper deals with some important aspects of aesthetic learning within the transcultural teaching of literature aiming to show how the systematic interpretation of the best literary works as part of teacher education contributes to humanistic education or rather the transcultural mediation of humanistic values while at the same time language skills of learners being encouraged. The research was conducted as part of the university teaching project. It has shown how the playful use of language within the literary

translation enables the aesthetic experience. Moreover, the evaluation confirmed that dealing with linguistically successful conveyed images, symbols and metaphors that are not necessarily culturally shaped, but rather related to conversion of personal to universal human experience fosters the transformation of aesthetic experience into cognition about the universal values beyond national borders.

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 References:29 Tables:2 Figures: 1  
 Category: Original scientific paper  
 Title: TELEVISION CHILDREN AT THE UNIVERSITY OF BELGRADE  
 Author(s): Julia Popović, Nataša Vukajlović, Nadine Vollstädt  
 Institution(s): Philologische Fakultät, Universität Belgrad, Belgrad, Serbien  
 Key words: Language acquisition, Foreign language acquisition, Second language acquisition, German as a foreign language, Television, Unguided language acquisition  
 Abstract: The majority of those who decide to study German at the Department of German Studies in Belgrade learned German at school, but there is also a percentage of students that should not be underestimated, who, especially in pre-school age, acquired their language skills independently and without guidance – the so-called “Fernsehkinder” (television children). The aim of the study presented in this article was to single out these students and analyze their language competencies and skills, their specific deficits – e.g. in written expression –, but also their advantage in oral expression over other students. Additionally, the extent to which students identify with the term “Fernsehkinder” (television child) is examined. The classification of this type of language acquisition according to established categories and the issues that arise therefrom have been a further focus of our research.

**Informatologia, 54, 2021, 1-2,34-45**

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 References:39 Tables:0 Figures: 0  
 Category: Original scientific paper  
 Title: A EUROPEAN TRANSCULTURAL AND MULTILINGUAL CITY – RIJKA AND THE GERMAN-SPEAKING CULTURE  
 Author(s): Petra Žagar-Šoštarić, Irvin Lukežić  
 Institution(s): Philosophische Fakultät, der Universität in Rijeka, Rijeka, Kroatien

*Key words:* Transculturality, Rijeka, traces of the German culture, literary translation, multilingualism

*Abstract:* Rijeka/Fiume was one of the leading industrial cities in Europe in the 19th century. At that time, it developed both in the area of politics as well as economy and culture. For example, the well-known industrialist from England, Robert Whitehead, expanded his production and designed sketches for the first torpedo missiles. The first banks and chambers of commerce were founded in Rijeka. Charity balls were organised and libraries were equipped. Scientists (natural scientists), artists, industrial magnates, politicians took part in debates in order to plan the expansion of the city and to improve the quality of life of all citizens. A direct train connection from Vienna via Opatija (Abbazia) to Rijeka (Fiume), several direct oversea boat connections from Rijeka to America, New Zealand and Australia enabled the exploration of new worlds, other languages and the import of the like during the return of residents/sailors or upon the arrival of foreigners/migrants as new residents of the city. Rijeka/Fiume was and remains until today: a European transcultural and multilingual centre. For this reason, the present paper illustrates transculturality using well-known personalities of German-speaking origin in this city. This article is based on and complements previous research results of Ervin Dubrović, Gerhard Dienes and Irvin Lukežić. Aspects of multilingualism/translation as well as multiculturalism are in the foreground of this study.

#### **Informatologia, 54, 2021, 1-2,46-62**

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*References:*34 *Tables:*3 *Figures:* 2

*Category:* Original scientific paper

*Title:* DECONSTRUCTION OF A FACEBOOK CAMPAIGN MODEL ON THE EXAMPLE OF THREE BRANDS

*Author(s):* Vlasta Kučič<sup>1</sup>, Slobodan Hadžić<sup>2</sup>, Darja Kupinić Gušić<sup>3</sup>

*Institution(s):* Faculty of Arts, University of Maribor, Maribor, Slovenia<sup>1</sup>; PressCut, Zagreb, Croatia<sup>2</sup>; MediaNet, Zagreb, Croatia<sup>3</sup>

*Key words:* content analysis, campaign deconstruction, Facebook, communication, brand

*Abstract:* The authors of this paper present the results of desk research and content analysis of Facebook campaigns run by commercial brands. Every brand aims to increase fan activity on its Facebook page, consisting of likes, comments and shares. The authors focus primarily on analysing the form and the content of Facebook posts and their impact on user activity. Based on their study of Facebook profiles and communication on the example of three commercial brands (a beer, a bank and women's stockings), the authors built a matrix they believe is applicable to most commercial brands and can be used as the framework for the analysis of any Facebook campaign, with minor additions and adaptations.

#### **Informatologia, 54, 2021, 1-2,63-76**

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*References:*75 *Tables:*0 *Figures:* 0

*Category:* Preliminary Communication

*Title:* ARTICULATED RECURRENCE OF THE SAME

- SOME LESS VISIBLE ROLES OF CALENDAR AS A MEDIA GENRE

*Author(s):* Ivo Lučić

*Institution(s):* Independent researcher, Zagreb, Croatia

*Key words:* calendar, time, folk's calendars, media genre, history of science

*Abstract:* The calendar is a media genre that is rarely discussed and analyzed in professional circles. The genre is also known under the titles "(Happened) On this day", "Timeline" and similar. It serves as a contemporary media application of the ancient formation invented to understand, measure, and control time. Like its original, it appears in a multitude of variations and hybrids, proving its form, content, and specific calendar atmosphere. Communication experts connect it with the folk calendar, the dominant publication that provided literacy and education to most people in the past. Calendars are still an essential media phenomenon, but their function and meaning are not visible enough. In addition to the informational tool, they exercise critical social roles. Until today, to a certain degree, they retain some original features, but their function is not still seriously analyze. The paper discusses the anthropological perspective, its understanding of time, and the emergence of the calendar. Further, it gives an overview of the folk calendar development and, taking into account several actual samples, presents the genre today in the Croatian electronic and printed media. Finally, the text raises issues that repeatedly set the calendar as a media genre into a focus of interest.

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*– of Summary:* Engl., Croat.

*References:*28 *Tables:*2 *Figures:* 0

*Category:* Preliminary Communication

*Title:* STUDENTS' ASSESSMENT ON DIALOGUE AND ARGUMENTATION IN SOCIETY AND SCHOOL

*Author(s):* Marina Diković

*Institution(s):* Faculty of Educational Sciences, Juraj Dobriča University in Pula, Pula, Croatia

*Key words:* aktivno građanstvo; aktivno sudjelovanje; argumentacija; dionici u školi; mišljenje studenata

*Abstract:* The purpose of this study was to contribute to the model of preparing students for active argumentation in democratic societies and emphasize the teacher's role in classroom discussions /1/. As many as 245 university students reflected upon the

statements in the Questionnaire about dialogue and argumentation. The research objective was to investigate the opinion of students – future teachers about argumentation. Results show that students evaluate in a more positive way the areas of argumentation at school from the aspect of the relationship among school stakeholders, with the relationship between pupils as the mostly evaluated; those who have the highest level of knowledge on the concept of argumentation evaluate more positively that engaging in different society activities develops cohesion, dialogue and argumentation. Students with better assessment on the important teachers' characteristics for argumentation show higher understanding for the encouragement of school activities which contribute to the development of dialogue.

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*Received:* 2019-10-31  
*Language –of text:*Croat. *– of Summary:* Engl., Croat.  
*References:*19 *Tables:*15 *Figures:* 0  
*Category:* Authors Review  
*Title:* INFORMATION: STRESS OR LIFESTYLE  
*Author(s):* Ivana Stanić<sup>1</sup>, Ivana Bektaš<sup>2</sup>, Silvija Hinek<sup>3</sup>  
*Institution(s):* University North, Koprivnica, Croatia<sup>1</sup>; Davizo Ltd., Zagreb, Croatia<sup>2</sup>; Home for the elderly and infirm, Đakovo,Croatia<sup>3</sup>  
*Key words:* information, information anxiety, the internet, changes between generations

*Abstract:* Communication is a process of information exchange between stakeholders, so it is not surprising that the life of each individual changes with time under the influence of information. Information, as part of our habit, enables the individual to be more agile in both everyday living and business sphere. One of the significant impacts on the process of receiving and processing information is the appearance of the Internet. The aim of this paper is to show that it is the Internet that has increased the flow of information that a person can absorb and that the internet affects the changes in society. Furthermore, the paper suggests that information overload is increasing at work and out of work, which

is reflected and influences everyday life. Due to the flood of information, there is also a sense of information fatigue, which represents a syndrome, i.e. apathy, indifference and mental exhaustion resulting from exposure to too much information. /1/ Based on the research on a sample of 164 respondents, this paper confirmed hypothesis that information anxiety differs with age. Since the internet occupies an increasingly important role among its users, features of application are indicated. An explicit indicator is the synergy of the internet usage and possessing knowledge regarding ICT application.

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*Language –of text:*Croat. *– of Summary:* Engl., Croat.  
*References:*13 *Tables:*4 *Figures:* 7  
*Category:* Professional Paper  
*Title:* CHILDREN'S GRAPHICAL RECORDS AS UNIVERSAL NON-VERBAL MESSAGES – SELECTED PROBLEMS  
*Author(s):* Ewa Piwowarska  
*Institution(s):* Jan Długosz University, Czestochow, Poland  
*Key words:* children, non-verbal messages, drawing, kindergarten  
*Abstract:* Non-verbal communication depends on children's experiences and knowledge. In artistic activity the richer one's experiences are that are related to art workshop, the greater is that person's the ability to transmit information about the world, both real and notional, fantastic, which is within the scope of interest of a young creator. The aim of planned research was: to determine ways of creating graphical records by children in preschool and early school age, as universal non-verbal messages. In the research proceedings it was important to define ways of presenting particular issues and types of perspective the children used in particular tasks. Additionally, the symbols were important that were used by children to underline the power of expression. Artistic works of children at preschool age are a creation of both the presence and the future and expression of psychical state. The artistic means used in art works are significant because they reveal logic of children's thinking, feeling and knowledge the children have.