Title: COMMUNICATING SOVEREIGNITY
The right for communicating as the newly obtained human right

Author(s): Nevenka Jeftić
Affilation: Institute of International Politics and Economics, Belgrade, Serbia

Abstract: Information technologies, free flow of information, free media and the right for communicating are the pilowes from which communicative sovereignity springs and where it is based. It is the creation of XX century and it is actualized in XXI century globally and more completely. The civilization candidness and the ability of acceptance are the key categories of the prosperity of communicative sovereignity.

Title: TOWARDS UNDERSTANDING DEEP STRUCTURE OF SCIENTIFIC COMMUNICATION

Author(s): Miroslav Tuđman, Đilda Pečarić
Affilation: Faculty of Humanities and Social Sciences, University of Zagreb, Zagreb, Croatia

Abstract: Communication patterns are analyzed on the corpus of citation literature retrieved from doctoral dissertations in Information Science from 1978 to 2007 at Croatian universities. Scientific communication model is affected by institutional, language and time determinants; thereby it is possible to accurately describe traditional distribution on primary, secondary and tertiary communication by quantitative methods. Analysis of 22.210 cited bibliographic units by co-citation method resulted with network of clusters that matches scientific disciplines (archivistics, librarianship, museology, communicology, information science, information systems and lexicography). Alterations of key authors were observed according to time periods, affiliation to different scientific communities, cultural determinants, and functions in knowledge organization. According to the results of this analysis the conclusion can be drawn based on quantitative indicators: it is possible to recognize deep communication structure (conceptual knowledge zone, empirical knowledge zone, personal communication zone), beside organizational, communicational and intercultural determinants of knowledge exchange.

Abstract: This research work is dealing with the different behaviour of the young, adolescent people and their perception of the relationship with their parents and their attitude towards school in the time of their early adolescence. Research work is answering the questions connected with the relationship with the parents, attitude towards school as well as the behaviour deviation of adolescents (youth). The research is based on claim that teenager's relationship with his mother and father have an important influence on his/her behavior, especially on the conflicts with the environment. Opačič (1995) argues that the relationship between parents, the environment and the teenagers is not so important. Therefore, we were interested in teenagers' attitudes towards their relationships that they have with their parents. The following dimensions of a relationship were emphasized (observed in greater detail): control, punishment, intimacy and carelessness on the side of the parents. Through those dimensions we could show the teenager's comprehension of the relationship they have with their parents and/or mother and father's comprehension of the relationship in the early phase of adolescence. He stresses (emphasizes) their attitude (perception of) towards such relationships. Some quantity research procedures are used in this research work. There are four different non-standardized questionnaires: The frequency of the behaviour deviation, A relationship with a mother, A relationship with a father, A conflict situations with parents connected with different conversation themes, An attitude towards school. The study relies on descriptive and causal-non-experimental methods of empirical pedagogical research. The research includes an accidental sample of the pupils attending 7th and 9th class of the Primary school in Maribor in the school year 2007 (n=300).

Abstract: This paper presents results of a research conducted in 2007, the purpose of which was to investigate examinees' attitudes about Croatia's accession to the European Union. The Research of Croatia's accession to the EU was actually a part of a much wider research about social mobility in which 956 examinees were involved. The European Union is a very important factor in development of international economic and political relationships in the world, and this is the reason why Croatia's accession is important for Croatian society. Regardless of the fact that Croatia has been going through the period of transition and although the fear of losing their national identity and cultural heritage still exists among people, the research shows that more than half of the examinees expressed their support for Croatia's accession to the European Union.

Title: THE WORD AND THE THOUGHT – THE VERBAL COMMUNICATION IN THE SPIRITUAL COMMUNICATION/UNDERSTANDING

Author(s): Zdravko Šorđan

Affilation: Serbian Association of Communication, Belgrade,Serbia

Key words: word, thought, verbal communication, communication/understanding, comprehension, model.

Abstract: This work is pointing out to the meaningful application of the notion "Word" as unconditional primal principle and the source of every existence, as the absolute totality of everything existing, that was not "created" in the beginning but has existed from the eternity. We can not come to the understanding of the word without the word itself. We can not comprehend the meaning of the word from its external communicative use, for the meanings are not in the words but in us, the same way the beauty is not in the things but in the eye that is watching an object. The word has its meaning even before we have given it through the communication, that is, the word has its understandable meaning even before its meaningful use. Even if are we are not using them in the internal communication, the words are being realized in the direct conversation with ourselves, because we do our thinking by the use of the words. The verbal communication in the spiritual communication/understanding is viewed as the interpersonal relationship that is based on the active spiritual interaction with each others and the openness of the individuals to the others. The phenomenology and the way of the commuting information by means of words, signs, and other communication instruments is specially distinguish in the interpersonal relationship. The communicative work is estimated and defined as the work which purpose is to establish the comprehension between the communicators in the mystical world of the spiritual communication/understanding.

Title: MOBILE LOCATION BASED SERVICE FOR LOCATION AND PRESENTATION OF CULTURAL HERITAGE OBJECTS AND WEB 2.0 TECHNOLOGIES

Author(s): Tihomir Orehovački, Zlatko Stapić, Goran Bubaš

Affilation: Faculty of Organization and Informatics, University of Zagreb, Varaždin, Croatia

Key words: mobile technology, location based services, cultural heritage, tourism, Web 2.0

Abstract: The development of mobile technologies over the last few years has enabled their usage in all the domains of everyday life. One of the components that is becoming a common part of advanced mobile devices (e.g. mobile phones and personal digital assistance devices) is the GPS transceiver, the most common usage of which is determining the geographical location and helping navigating a certain area. In this paper we present the concept of a system for locating and presenting information about objects belonging to cultural heritage relying on mobile technologies and GPS. This kind of system can be used for educational purposes, promotion and enrichment of cultural heritage and the local community's tourist offer. Unlike other similar systems, this mobile location service has characteristics of Web 2.0 technologies usage in all its user-interaction components.

Title: ERGONOMIC ASPECTS OF IMPLEMENTING COMPUTER TECHNOLOGY INTO SCHOOLS

Author(s): Samo Fošnarič, Uroš Drnovšek
Affilation: Faculty of Education,University of Maribor, Maribor, Slovenia

Key words: ergonomics, computer hardware, software, education, children

Abstract: This paper addresses the issue of implementing computer technology into educational settings from an ergonomic point of view. On the basis of some latest findings in ergonomics and computer science we construct a model of ergonomic implementation of computer technology into schools and highlight some areas that still need researchers' attention in the future. We also present a review of certain findings and polemics in the fields of computerized classroom environment, ergonomic use of computers and ergonomic aspects of computer hardware and software.

Title: INTRODUCTION TO DIDACTIC METAPROGRAMMING

Author(s): Wojciech Walat
Affilation: Department of Technology and IT Didactics , Institute of Technology, University of Rzeszow, Rzeszow, Poland

Key words: Metaprogramming, didactic, education

Abstract: Preparing hypermedia didactic programs on the basis of the most modern solutions in the scope of information technology allows to create certain portions of information in form of multimedia messages depending upon the character and aim of the message. Moreover, the use of hypertext allows to combine particular modules in (major or minor) program blocks in such a way that it is not noticeable by a student to show their individual way of learning, what is significant for didactic metaprogramming. Despite the fact that it is, to some extent, algorithmisation of the didactic process, there is no dehumanising automation of the didactic system by replacing a teacher with a machine or program but it is about facilitating its aspects in which such form of education is needed and which is compliant with the current way of learning in the student environment. Today, there is a necessity of didactic metaprogramming giving the possibility not only for multimedia presentation of the education content but also the interactive work of the student - allowing to be beyond the delivered information – use the considerable achievements of didactic programming in connection with dynamically developing information and communication technologies needed for teaching and learning at school and for the whole life.

Title: MARKETING IN SPECIAL LIBRARIES – SCIENTIFIC AND TECHNOLOGICAL INFORMATION FOR INDUSTRY AND THE TRANSITION IN REPUBLIC OF CROATIA

Author(s): Đurđa Lujanović
Affilation: National and University Library, Zagreb, Croatia

Key words: marketing, library, information technology

Abstract: Marketing and information workers try to establish the communication process in which professionals offer to user services, assistence and time saving. Final aim is knowledge transfer. The Marketing planning includes three strategies: message, market and resorce analisys in library envirment. Based on the survey on industrial special libraries we would like to help staff improve their service to adopting the concept of modern marketing techniques and education. Import of scientific and technological aspects of the economic and social development , especialy in the countries. Therfore entire, it is necessery to establlish a global international information network. Countries with current economic reforms in transition have specific needs: e.g. case studies oh Hungary and Croatia. Improvement the quality of services and the selective information could speed up the transition process in Croatia.

Title: EDUKATION DER SCHÜLER IM RAHMEN DER PRIMÄR- UND SEKUNDÄRAUSBILDUNG UNTER BERÜCKSICHTIGUNG DER ENTWICKLUNG DER INTERKULTURELLEN KOMMUNIKATION

Author(s): Radka Šulistová
Affilation: University of South Bohemia, Češke Budejovice, Češka

Key words: comunnication, children, tolerance

Abstract: Nowadays in connection with breaking demographic boundaries and with Europe becoming an open institution we should try to find out if our children are prepared to respect people from different cultures and nations. If we want to teach our children how to treat people with different sociocultural habits or different colour of the skin as equals and if we want to develop their ability to tolerate the divergences of different groups, it is useful to tell them that sometimes it is not important what we do and how we do it but how we are accepted by general public and what label we have been given. Since this belief can often be based on false assumption it is necessary to explain it to children taking into account multicultural and sociocultural aspects.

The paper deals with the possibilities of developing intercultural communication with children already within primary and secondary education. The author uses the results of applied qualitative research aimed at this area of education.