



Presscut d.o.o. Prva hrvatska monitoring agencija koja se je još od 1989. godine posvetila stručnom praćenju, selekciji, obradi i analizi informacija dostupnih iz hrvatskog medijskog prostora. Za specifične potrebe velikog broja korisnika Presscut-ovih usluga, svojim sugestijama, profesionalnim i stručnim pristupom pomaže u pravovremenom i brzom informiranju. Opskrbljuje klijente svim dostupnim podacima i informacijama iz najrazličitijih tematskih područja gospodarstva i financija, bankarstva, politike, brodogradnje, prometa, naftne industrije, kulture, znanstvenih institucija i izdavaštva.

Proizvodi i usluge

SVEOBUHVAATNOST PRAĆENJA MEDIJA Prate se svi tiskani mediji na području Republike Hrvatske sa tiražom većom od 300 tiskanih primjeraka. Praćenje svih elektroničkih medija u Republici Hrvatskoj: televizija, radio, WEB portali i Internet sadržaji.

LOKALNO I REGIONALNO IZVJEŠĆIVANJE Najbolja pokrivenost lokalnih elektroničkih medija – redovno pratimo 94 emisije s 42 radijske postaje i 29 emisija s 12 televizijskih postaja u 10 županija.

INTERNACIONALNA POKRIVENOST MEDIJA Suradnja s agencijama za praćenje medija u zemljama regije i mnogim zemljama svijeta.

FIND IT Usluga koja podrazumijeva pronalaženje, vrednovanje i analiziranje relevantnih informacija o poslovnim subjektima, proizvodima, uslugama, gospodarskim granama i ključnim akterima.

MAX-MEDIJI.COM Bilo koji članak od 2005. godine do danas na dohvata ruke. Novinska on-line baza tekstova je pretraživa po pojmovima, autorima, novinama. Koristi se i za istraživanja i analizu sadržaja medija.

Presscut Web shop

- on-line pretraga novinske arhive
- pretraga po pojmovima
- pretraga po autorima
- arhiva i kolekcija pretraga
- tekstualni zapisi članaka





MediaNet d.o.o. je nezavisna agencija specijalizirana za analize medijskog sadržaja te medijska i tržišna istraživanja. U MediaNetu se, mjereći i evaluirajući učinke medijske komunikacije, dnevno obradi preko 2.000 neplaćenih medijskih objava i 1.700 plaćenih oglasa iz oko 700 hrvatskih tiskovnih i elektroničkih medija te u prosjeku izradi 60 različitih analiza mjesečno. Poslujući na hrvatskom tržištu od 1996. godine, agencija pruža usluge za 160 klijenata godišnje.



- 🌐 **On-line analitika** je web statistika i evaluacija pojmova iz medija. Pojmovna i autorska pretraga tekstova. Brza kvantifikacija analize sadržaja.
- 🌐 **Baza medijskih objava** omogućuje retrogradnu analizu i usporedbu po godinama
- 🌐 **Monitoring oglašavanja** obuhvaća sve oglase u tisku, na nacionalnim televizijama, odabranim radijskim postajama, vanjskim površinama i web portalima
- 🌐 **Baza oglasa** / kreativnih rješenja od 2002. godine.
- 🌐 **Visoka kvaliteta istraživanja** temeljena na dugogodišnjem iskustvu i jedinstvenim uzorcima prilagođenim svrsi i cilju konkretnog istraživanja
- 🌐 **Prevođenje analiza** na engleski i ostale jeziku po dogovoru u kratkom roku

Isječak iz popisa časopisa uključenih u međunarodnu bazu podataka LISA
(Library and Information Science Abstracts)

| | | |
|------------------|---|---|
| 1434-4653 | Information Wissenschaft und Praxis | Deutsche Gesellschaft für Informationswissenschaft und Infor... |
| 0950-9879 | Information world review | Learned Information (Europe). |
| 1369-118X | Information, communication & society | Routledge |
| 1330-0067 | Informatologia | Hrvatsko komunikološko društvo |
| 1025-8892 | Innovation | University of Natal. University Library |
| 0019-0217 | INSPEL | International Federation of Library Association, Special Lib... |
| 0953-5438 | Interacting with computers | British Computer Society. Human-Compute Interaction Special... |
| 0270-6717 | Interface | Association of Specialized and Cooperative Library Agencies;... |
| 0264-1615 | Interlending & document supply | British Library. Lending Division. |
| 1011-8829 | International cataloguing and bibliographic control | IFLA UBCIM Programme |
| 0970-1850 | International Information, Communication & Education | PK Endowment for Library and Information Science |
| 1539-3100 | International journal of distance education technologies | Information Resources Management Association |
| 1071-5819 | International journal of human-computer studies | Academic Press |
| 1550-1876 | International journal of information and communication technology education | Information Resources Management Association |
| 0268-4012 | International journal of information management | Butterworth Scientific. |
| 1471-8197 | International journal of innovation and learning | Inderscience Enterprises |
| 1548-0666 | International journal of knowledge management | Information Resources Management Association |
| 0967-0769 | International journal of law and information technology | Oxford University Press |
| 0731-1265 | International journal of legal information | International Association of Law Libraries; Institute for In... |
| 1545-7362 | International journal of web services research | Information Resources Management Association |
| 1068-9605 | International journal of wireless information networks | Plenum Press |



**„DIT 2010“
HRVATSKO KOMUNIKOLOŠKO DRUŠTVO
INTERNATIONAL FEDERATION OF COMMUNICATION ASSOCIATIONS**

17. Međunarodni znanstveni skup
»DRUŠTVO I TEHNOLOGIJA 2010«

Zadar, 28.-30.06. 2010.

Pozivamo Vas da svojim znanstvenim i stručnim radom (referatom, istraživanjem ili raspravom) aktivno sudjelujete u radu 17. Međunarodnog znanstvenog skupa «**DRUŠTVO I TEHNOLOGIJA 2010**» koji se održava od 28. do 30. lipnja 2010. godine u Zadru (Hotel Kolovare), Hrvatska.

Međunarodni znanstveni skup „DIT 2010“ prihvaća i publicira znanstvene i stručne radove kao i rezultate interdisciplinarnih znanstvenih istraživanja, čije je područje interesa razvoj društva, obrazovanja, znanosti i tehnologije. Snažan razvoj društva, znanosti, tehnologije, obrazovanja, kulture, umjetnosti, medija, komuniciranja i novih ICT tehnologija donosi kontinuirane društvene promjene na svim komunikacijskim razinama (globalno, regionalno, nacionalno, lokalno, glokalno) koje rezultiraju društvenim promjenama u svim sferama razvoja društva, znanosti, obrazovanja i tehnologije.

Međunarodni znanstveni skup „DIT 2010“ programski je strukturiran u 8 zasebnih tematskih cjelina:

1. Društvo, znanost, kultura i tehnologija;
2. Obrazovanje i škola budućnosti (Bolonjski proces i kriza obrazovanja);
3. Informacijsko društvo i nove ICT tehnologije;
4. Komunikacijski menadžment i odnosi s javnosti(ma);
5. Mediji i kultura religijskog komuniciranja;
6. Interkulturalna komunikacija;
7. Medijska konvergencija, digitalizacija i elektronički mediji;
8. Interdisciplinarni aspekti razvoja društva i tehnologije.

Kotizacija za sudionike znanstvenog skupa iznosi 600 Kn ili 80 EUR po autoru. Ako rad ima dva ili više autora, kotizacija iznosi 900 Kn ili 120 EUR.

Uplatu kotizacije u kunama treba uplatiti na žiro-račun Hrvatsko komunikološko društvo : 2484008-1101131831, Matični broj: 1427539, OIB: 75920740913 ili u EUR-ima na devizni račun: IBAN HR3824840081101131831, SWIFT: RZBHHR2X kod Raiffeisenbank Austria d.d. s naznakom "Društvo i tehnologija 2010." Ime subjekta je Hrvatsko komunikološko društvo (molimo ne koristiti kraticu HKD). Uplata kotizacije može se izvršiti zaključno sa **28.05.2010.** Nakon uplate, molimo potvrdu na mail dariamustic@yahoo.com.

Sudionici skupa rezerviraju smještaj izravno u hotelu «Kolovare» na tel.: ++385 23 203 184 ili putem faxa: +385 23 213 079 ili e-mail: irena.kolovare@hoteli-zadar.hr.

Cijena hotelskog smješta za sudionike skupa po osobi iznosi: 1/1 565 kn (pp) ili 1/2 515 Kn (pp). Uz navedene cijene plaća se i boravišna taksa 7,50 kn. Sve dodatne informacije o smještaju u hotelu Kolovare možete pronaći na njihovoj web-stranici www.hotel-kolovare.com.

Veselimo se Vašem sudjelovanju na 17. Međunarodnom znanstvenom skupu »Društvo i tehnologija 2010«

S poštovanjem,

Predsjednik Organizacijskog i Programskog odbora:

Red. prof. dr. sc. Juraj Plenković



Dear Sir/Madame,

We invite you to actively participate in the work of 17th International scientific conference "SOCIETY AND TECHNOLOGY 2010", which will take place from 28th to 30th June 2010, in Zadar (Hotel Kolovare) Croatia with Your scientific and professional paper (report, study or debate).

International scientific conference "DIT 2010" accepts and publishes scientific and professional papers and the results of interdisciplinary scientific research, whose area of interest is the development of society, education, science and technology. Strong development of society, science, technology, education, culture, art, media, communications and new ICT technology brings continuous social changes at all levels of communication (global, regional, national, local, glocal) that results in social change in all spheres of social development, science, education and technology.

International scientific conference "DIT 2010" programme is structured into 8 separate thematic units:

1. Society, science, culture and technology;
2. Education and school of the future (the Bologna process and the crisis of education);
3. Information society and new ICT technologies;
4. Communication management and public relations;
5. Media and culture of religious communication;
6. Intercultural communication;
7. Media convergence, digitization and electronic media;
8. Interdisciplinary aspects of society and technology development.

Registration fee at the scientific conference is 600 Kn or 80 EUR per author. If the paper has two or more authors, the registration fee is 900 Kn or 120 EUR.

The amount in kunas should be paid on account number of Hrvatsko komunikolosko drustvo: 2484008-1101131831, no: 1427539, OIB: 75920740913 or in EUR on account IBAN HR3824840081101131831, SWIFT: RZBHHR2X at Raiffeisenbank Austria d.d. with mark „Science and Technology 2010“. Subject name is Croatian Communication Association (Hrvatsko komunikolosko drustvo), please **do not use** abbreviation HKD or CCA.

The deadline for registration fee payment is **28th of May 2010**.
Please confirm the payment on mail dariamustic@yahoo.com.


Participants of the conference can reserve their accommodation in hotel „Kolovare“ on phone number +385 23 203 184 or by fax +385 23 213 079 or e-mail: irena.kolovare@hotels-zadar.hr.

The prices of the hotel accommodation are: 1/1 565 Kn or 1/2 515 Kn. Tourist tax is 7,50 Kn per day. All additional information about the hotel, You can find on their web-site www.hotel-kolovare.com.

We are looking forward to your participation at the 17th International scientific conference “Society and Technology 2010”.

Sincerely yours,

President of the Organizing and Progame Committee
Prof.dr.sc. Juraj Plenković



Članovi Stručnog povjerenstva za znanstveno izdavaštvo

Odlukom o imenovanju članova Stručnog povjerenstva za znanstveno izdavaštvo (Klasa: 023-03/10-06/00008; Urbroj: 533-08-10-0001) od 29. ožujka 2010. imenuju se članovi Stručnog povjerenstva za znanstveno izdavaštvo kako slijedi:

1. **prof. dr. sc. Goran Šimić**, Medicinski fakultet u Zagrebu, predsjednik povjerenstva
2. **doc. dr. sc. Nenad Judaš**, Prirodoslovno-matematički fakultet u Zagrebu
3. **dr. sc. Jasminka Štefulj**, Institut "Ruđer Bošković", Zagreb
4. **prof. dr. sc. Goran Martinović**, Elektrotehnički fakultet u Osijeku
5. **prof. dr. sc. Ino Čurik**, Agronomski fakultet u Zagrebu
6. **dr. sc. Guste Santini**, glavni urednik časopisa "Ekonomija/Economics"
7. **dr. sc. Željko Jozić**, Institut za hrvatski jezik i jezikoslovlje, Zagreb
8. **Davorica Granić, prof.**, Središnja medicinska knjižnica Medicinskog fakulteta u Zagrebu
9. **prof. dr. sc. Damir Boras**, Filozofski fakultet u Zagrebu



SINGAPORE

VOL. 1, ISSUE 2
15 APRIL 2010

ICA 60th ANNUAL CONFERENCE NEWSLETTER
Matters of Communication 22-26th June 2010

Conference Theme

Politics, culture, and technology are matters of communication. But if communication matters for all these questions, isn't it, paradoxically, because it also *doesn't* matter? Indeed, communication is, in many respects, *im/material* because it constitutes the very nexus where the material and immaterial dimensions of our world meet with each other. If we live in a world of artifacts, technologies, bodies, and sites, we also live in a world of principles, passions, ideas, meanings, and values. Although both material and immaterial aspects of this world intertwine with each other, it seems crucial not to reduce one to the other, making the study of communication essential to understanding what could be called the spectral or even ghostal nature of our experiences and exchanges.

Communication is indeed spectral or ghostal because our interactions consist of making present what could have remained absent from a debate, a discussion, a conversation, and so on.

If communication matters, it is therefore because interactants can, for instance, position themselves as *speaking in the name of* specific identities, collectives, principles, and values, that is, so many figures or topics that, through their representation or staging in their conversations, can influence the way an interaction evolves and how a situation is defined. Inversely, communication is also spectral because of all the topics that can be marginalized, excluded, disqualified from our debates and discussions, an effect of absence that has to be worked out and/or resisted for another next first time. This theme allows us to think about the relationship between communication and im/materiality in general. Communication scholars have often been accused of downplaying the role that materiality plays in our lifeworld, but are there ways of remaining faithful to our object of study while exploring this question meaningfully?

Things such as justice, equity, freedom, compassion, happiness, hatred, friendship, intelligence (just to name of few) are often presented as having an immaterial, incorporeal, intangible, insubstantial,

impalpable, abstract dimension; however, we also know that they have to be embodied, incorporated, materialized, or concretized in order to be experienced and communicated. Communication therefore becomes this dislocated locus where abstracts figures can incarnate themselves while others are warded off.

The conference theme has relevance across the repertoire of ICA's divisions and interest groups.

We can, of course, think of the obvious connection between meaning and materiality, which could lead to interesting questions in Global Communication & Social Change, Instructional/Developmental Communication, Intercultural Communication, Intergroup Communication, and International Communication (for instance, how we tend to attribute different meanings to similar objects or practices or, inversely, how different objects or practices can mean, more or less, the same thing). We can also explore the status of principles, relations or themes such as compassion, friendship, justice, health, power and truth, and analyze how they incarnate or embody themselves in our conversations, debates, campaigns, laws, media and regulations (a topic that could be of interest to scholars studying Children, Adolescents and the Media; Communication, Law & Policy; Health Communication; Interpersonal Communication; Journalism Studies; Language and Social Interaction; Mass Communication; Organizational Communication; Philosophy of Communication; Popular Communication; Public Relations; or Political Communication). We can also explore the relationship between practices, uses, and technologies or between hardware and software (Communication and Technology; Information Systems), but also the question of virtual worlds or representations (Game Studies, Visual Communication Studies), gender and im/materiality (Feminist Scholarship; Gay, Lesbian, Bisexual and Transgender Studies), ethnicity and im/materiality (Ethnicity and Race in Communication), as well as how the questions of materiality and immateriality have been historically addressed in our field (Communication History).

Communication and Citizenship

IAMCR Conference 2010 Braga Portugal

18-22 July

“Communication and Citizenship - Rethinking Crisis and Change” is the main focal and timely subject proposed to every participant in IAMCR 2010 International Conference.

The acceleration of change and the globalization of fear and uncertainty are features of the present. The speed of transformations in all regions of our volatile and hyper-complex world makes it increasingly difficult to read social reality and to act meaningfully. In a time of profound economic, cultural and moral crisis, citizens, groups and organizations have no choice but to rediscover how individual and social life can be lived. Participation in political and social life is a fundamental contemporary value which is supposed to have a concrete and permanent impact on the quality of people's lives. As a right and a duty, participation is expected to improve societies. Traditional media all over the world haven't fully responded to social participatory needs. Despite well founded expectations regarding the media's role in terms of promotion of participation, this is not satisfactorily happening. In most countries, the media ended up as promoters of government's and big business interests based on a top-down conformist communication model. Taking advantage of new technologies, citizens are fighting back. Both in developed and developing societies, it is possible to identify new participatory ideas and practices. Moving away from utopian and dystopian political and academic discourses on the Internet, it is noteworthy that in different ways and contexts, citizens and social institutions are circumventing traditional media and developing new forms of participation. Though technology per se is not a relevant explicative variable, it is an indispensable element to fully understand significant changes in terms of citizen's access to alternative contents

and social networks. Still, having access to the internet or other participative technologies does not transform individuals into citizens. Without education, there are no citizens. Indeed, if the defence of public interest depends on the overall functioning of the entire media construct, state and professional media regulation is far from sufficient. Citizens' participation - at different stages and levels - is crucial to the continuous attempt to develop responsible and accountable media cultures. But citizenry implies, on the one hand, social exigency regarding media professionals' training, media professionals' deontological codes, media company's strategies and state policies, and, on the other hand, a critical and participative attitude regarding traditional and new media. This critical observation and consequential participation can only take place if media logics are understandable and if communication rights and duties are common knowledge. In the past, literacy was a necessary condition to become a citizen. Today, reading and writing is far from sufficient for full citizenship. Citizens must have the ability to interpret mediated discourses about the world and must have the power to act. In the present-day economic and ethical crisis, communication and media research might perform a fundamental role interrogating the dominant communication models and opening up new debates on citizens' empowering and participatory mechanisms. This could be the contribution of the communication scientific community to shed light on contemporary uncertainties and deadlocks. Focusing the 2010 IAMCR conference on the relationship between Communication and Citizenship we invite researchers, from different latitudes and backgrounds, to develop research also as citizens. We understand the organization of the IAMCR conference in itself as an act of citizenship.



VAŽNO JE DA SMO TAMO!

Šangaj (Shanghai) najnaseljeniji grad u Kini ,na istočnoj obali kineskog mora , sa 18,5 stanovnika, predstavlja se svijetu sa veličanstvenom izložbom tehnoloških dostignuća na temu urbanog života 21 stoljeća. Od 1.svibnja do 31.listopada predstavljaju se rekordnih 202 zemlje i 49 međunarodnih organizacija. Domaćini očekuju između 70 do 100 milijuna posjetitelja. Velika Kina i mala Hrvatska VELIKI su prijatelji i sve bolji poslovni partneri. Hrvatska očekuje i sve veći posjet kineskih turista ,ovo ljeto dolaze bez viza ,a u Šangaju otvaramo predstavništvo Hrvatske turističke zajednice(HTZ). Nakon posjeta Kini i Šangaju predsjednika Ive Josipovića ,tamo odlazi turistička delegacija s ministrom turizma Damirom Bajsom.

HRVATSKA SE PREDSTAVLJA TURIZMOM I KRAVATOM

Rekordna Svjetska izložba ,gospodarski spektakl u spektakularnim paviljonima s potpisom velikih arhitektonskih imena .

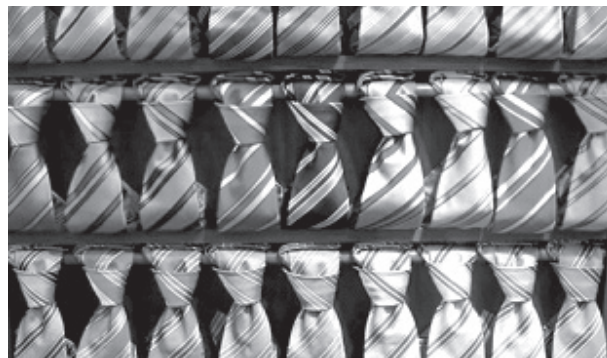
Hrvatski (improvizirani) paviljon poklon je domaćina, a preuređen je alternativno po zamisli arhitekta Branka Silađina. Njegov projekt Paviljona kao mediteranske gradske lođe, podsjetimo, pobijedio je na natječaju prije dvije godine ,ali smo zbog novca odustali.Za vrijeme posjeta Hrvatskoj ,Kineski predsjednik ponudio nam je već postojeći paviljon ,koji je obojan u crveno s bijelim zastavicama, a unutra se prikazuje ono najljepše od nas: turistička odredišta s



Hrvatski paviljon, poklon je domaćina

izložbom hrvatskih autohtonih proizvoda. Među njima je KRAVATA s pričom o Domovini Kravate.

KRAVATA CROATA OSVOJILA KINEZE



Hoće li uskoro i nemoguća misija –kravata oko kineskog zida!?

U hrvatskom paviljonu već prepoznatljivom vizualnom identitetu crveno-bijelih kockica dodana je još jedna moćna poruka identiteta: Hrvatska – domovina kravate. Učinjeno je to sa prodajnim mjestom CROATA, otvorenim u Hrvatskom paviljonu, koji je kineskoj publici ponudio kravate i šalove CROATA , svjetski prepoznatljive po vrhunskoj kvaliteti, ali i svom porijeklu. Bio je to pravi potez : kravate i šalovi Croatia planuli su u svega par dana . Zadovoljna tvrtka Potomac šalje u Kinu nove pošiljke. Nakon Japana gdje je hrvatska kravata brend , ravnatelj Akademije Cravaticice prof Marijan Bušić razmišlja kako će „osvojiti“ i Kinu. Taj marketinški entuzijasta već je smislio novu INSTALACIJU.



Ravnatelj Akademije Cravaticice
prof. Marijan Bušić

Predstavnici Nacionalnog odbora RH za EXPO 2010 ističu kako su Kinezi jednostavno fascinirani otkrićem Hrvatske kao domovine kravate.

Tako su kravate CROATA s motivom glagoljice, pletera i drugim motivima hrvatske kulturne i prirodne baštine započele svoj povijesni put u ovoj najmnogoljudnijoj zemlji.

„Taj nevjerojatni prodajni boom s kravatama CROATA u Kini, najvećem svjetskom proizvođaču kravata, gotovo bi se moglo usporediti s nemogućom misijom izvoza nafte u Saudijsku Arabiju, ili izvoza

pijeska u Saharu“, zadovoljno komentira taj uspjeh Franjo Bušić, direktor Međunarodnog poslovanja. Potvrda tako velikog interesa su već pristigle prve poslovne ponude za suradnju i partnerstvo na kineskom tržištu.



Delegacija hrvatskih turističkih novinara u Šangaju 2009-te na kongresu FIJETa, sa suvenir kravatama po čemu smo među kolegama prepoznatljivi. Poklon tvrtke Potomac

U ovom kineskom upoznavanju hrvatske priče o kravati pokrenute su, u suradnji s neprofitnom ustanovom Academia Cravatica, i neke umjetničke inicijative. Naime, u tijeku su dogovori s kineskim partnerima oko izvedbe nove instalacije autora Marijana Bušića na jednom reprezentativnom zdanju u Šangaju.

Instalacija će simbolički povezati Hrvatsku i Šangaj kao poslovno središte Azije. Instalacija će biti izvedena povodom Dana kravate 18. listopada .

To će biti još jedan važan iskorak u svjetskoj promidžbi te manifestacije, koja se održava na dan kada je prije sedam godina izvedena spektakularna instalacija Kravata oko Arene autora Marijana Bušića.

Tako projekt „Hrvatska – domovina kravate“, koji je, prema idejnoj zamisli Marijana Bušića ,prije dvadeset godina, utemeljio s njim , njegov poslovni partner Zlatko Penavić, nastavlja s kravatom svoje miroljubivo osvajanje svijeta.



Šangaj je grad ČUDO, EXPO i noću nevideni spektakl

Uredila:Tina Eterović Čubrilo