



PROGRAM/ PROGRAMME

**DRUŠTVO I TEHNOLOGIJA 2010.
SOCIETY AND TECHNOLOGY 2010**

**XVII. MEĐUNARODNI ZNANSTVENI SKUP
XVII. INTERNATIONAL SCIENTIFIC CONFERENCE**

28. – 30.6.2010.

**HRVATSKA
ZADAR – HOTEL KOLOVARE**

Organizatori/ Organized by:

**Hrvatsko komunikološko društvo-HKD/ Croatian Communication Association- CCA
Međunarodna udruga komunikoloških društava/ International Federation of Communication Associations- IFCA**

Suorganizatori/ Co-organizers:

Katedra za komunikologiju, Grafički fakultet, Sveučilište u Zagrebu / Department of Communication Science, Faculty of Graphic Arts, University of Zagreb

**Visoka škola za poslovanje i upravljanje „Baltazar Adam Krčelić“ / College of Business and Management „Baltazar Adam Krčelić“
Internacionalni univerzitet & ESM / International University & ESM
Media net/ Media net & Radio Dalmacija/ Radio Dalmacija**

Pokroviteljstvo/Sponsorship:

**Međunarodna udruga komunikoloških društava/ International Federation of Communication Associations- IFCA & Hrvatska
gospodarska komora/ Croatian Chamber of Economy**

**Svečano otvaranje skupa i radni početak u ponedjeljak 28. 6. 2009. u 11:30 sati u hotelu «Kolovare», Zadar
Openinig and beginning of the conference on Monday 28th of June at 11:30 a.m. at the hotel «Kolovare», Zadar**

NEDJELJA / SUNDAY 27.6.

14:00 -16:00: CCA-EDEN (Croatian Communication Association – European Distance Education Network) – Samo za članove / *Members only*

17:00 – 18:00: Croatian Communication Association & Balkancom – Samo za članove / *Members only*

19:00 – 20:00: Organizacijski odbor / Organizing Committee – Croatian Communication Association & Informatologia & European Academy of Sciences and Arts – Samo za članove/ *Members only*

PONEDJELJAK / MONDAY 28.6.

09,00 – 11,15: REGISTRACIJA SUDIONIKA / REGISTRATION OF PARTICIPANTS

Svečano otvaranje skupa i radni početak u ponedjeljak 28. 6. 2009. u 11,30 sati u hotelu «Kolovare», Zadar

Opening and beginning of the conference on Monday 28th of June at 11,30 a.m. at the hotel «Kolovare», Zadar

11,30 – 13,30

DVORANA A/ ROOM A

DRUŠTVO I TEHNOLOGIJA 2010 / SOCIETY AND TECHNOLOGY 2010

Voditelji / Chairmen: Juraj Plenković (Hrvatska/Croatia), Vlado Galičić (Hrvatska/Croatia), Nikola Skledar (Hrvatska/Croatia), Vlastimila Ptačnikova (Češka / Czech Republic), Mirko Pšunder (Slovenija/ Slovenia), Slavo Kukić (Bosna i Hercegovina/ Bosnia and Hercegovina), Zdravko Šorđan (Srbija/Serbia), Marcello Cherini (Italija/ Italy)

POZDRAVNI GOVORI / INTRODUCTIONAL SPEECHES

DRUŠTVO, ZNANOST, KULTURA I TEHNOLOGIJA / SOCIETY, SCIENCE, CULTURE AND TECHNOLOGY

POZVANA PREDAVANJA / INVITED LECTURES :

Juraj Plenković (Hrvatska/Croatia):

DRUŠTVO, ZNANOST, KULTURA I TEHNOLOGIJA / SOCIETY, SCIENCE, CULTURE AND TECHNOLOGY

Jozsef Györkos (Slovenija / Slovenia): **NOVI TREND OVI EUROPSKOG INFORMACIJSKOG DRUŠTVA / NEW TRENDS OF EUROPEAN INFORMATION SOCIETY**

Vidoje Vujić (Hrvatska/Croatia):

UPRAVLJANJE PROMJENAMA I LJUDSKIM KAPITALOM / CHANGE MANAGEMENT AND HUMAN CAPITAL

Minka Zlateva (Bugarska/Bulgaria):

KOMUNIKACIJA – OD JOHNA ATANASOFFA DO DANAS/ COMMUNICATION – FROM JOHN ATANASOFF TILL NOW

Mevlud Dudić (Srbija/Serbia):

GLOBALIZACIJA I OBRAZOVANJE / GLOBALIZATION AND EDUCATION

Davor Marić (Hrvatska/Croatia):

KOMUNIKACIJSKI PROTOKOLI DRUŠTVA ZNANJA / COMMUNICATION PROTOCOLE OF KNOWLEDGE SOCIETY

Mario Plenković (Hrvatska/Croatia) / Vlado Galičić (Hrvatska/Croatia):

UPRAVLJANJE KRIZNOM KOMUNIKACIJOM (POVRATAK U REALNOST) / CRISIS COMMUNICATION MANAGEMENT (BACK TO REALITY)

Prezentacija studijskih programa Visoke škole za poslovanje i upravljanje „Baltazar Adam Krčelić“/ Presentation of study programmes of College of Business and Management „Baltazar Adam Krčelić“

13,30 – 14,30

DOMJENAK ZA SUDIONIKE SKUPA / COCTAIL PARTY FOR THE CONFERENCE PARTICIPANTS

Stanka /Break

15,30 – 20,00

DVORANA A/ROOM A

OBRAZOVANJE I ŠKOLA BUDUĆNOSTI (BOLONJSKI PROCES I KRIZA OBRAZOVANJA) / EDUCATION AND SCHOOL OF THE FUTURE (THE BOLOGNA PROCESS AND THE CRISIS OF EDUCATION)

Voditelji/Chairmen: Stjepan Jagić(Hrvatska/Croatia), Slavo Kukić (Bosna i Hercegovina /Bosnia and Herzegovina), Jože Stropnik (Slovenija/Slovenia), Jozef Zentko (Slovačka/Slovakia), Majda Pšunder (Slovenija/ Slovenia), Wojciech Walat (Poljska/Poland)

Ivan Gerlič (Slovenija /Slovenia):

INFORMACIJSKE I KOMUNIKACIJSKE TEHNOLOGIJE U SLOVENSKOM OBRAZOVNOM SUSTAVU – TRENUTNO STANJE I TREND OVI / INFORMATION AND COMMUNICATION TECHNOLOGY IN SLOVENE EDUCATION SYSTEM - PRESENT STATE AND TRENDS

Stjepan Jagić, Jasmina Vrkić Dimić (Hrvatska/Croatia):

SAMOPROCJENA RAČUNALNIH ZNANJA I VJEŠTINA SREDNJOŠKOLSKIH UČENIKA I NASTAVNIKA I KONTEKSTINJIHOVA RAZVIJANJA / SELF-EVALUATION OF HIGH SCHOOL STUDENTS' AND TEACHERS' COMPUTER KNOWLEDGE AND SKILLS AND CONTEXTS OF THEIR DEVELOPMENT

Majda Pšunder, Antonija Milivojević Krajnčič (Slovenija/ Slovenia):

NEADEKVATNA KOMUNIKACIJA ČINI RAZLIKE U PONAŠANJU / IMPROPER COMMUNICATION

CONDITIONS DEVIATIONS IN BEHAVIOUR

Miriam Uhrinová, Jozef Zentko (Slovačka/Slovakia):
REGIONALNI PRINCIPI U OSNOVNOM OBRAZOVANJU U SLOVAČKOJ / REGIONAL PRINCIPLES IN THE PRIMARY EDUCATION IN SLOVAKIA

Dilda Pečarić, Miroslav Tuđman (Hrvatska/Croatia):
POLOŽAJ MENTORA U ZNANSTVENOJ ZAJEDNICI. BIBLIOMETRIJSKA ANALIZA MENTORA U INFORMACIJSKIM ZNANOSTIMA U HRVATSKOJ OD 1978. DO 2007. GODINE / POSITION OF THE MENTORS IN SCIENTIFIC COMMUNITY. BIBLIOMETRICS' ANALYSIS OF MENTORS IN INFORMATION SCIENCES IN CROATIA FROM 1978 TO 2007

Jovan Bazić (Srbija/Serbia):
AUTONOMIJA UNIVERZITETA U BOLONJSKOM PROCESU / AUTONOMY OF THE UNIVERSITY IN THE BOLOGNA PROCESS

Vladimir Rosić (Hrvatska/Croatia):
DEONTOLOGIJA UČITELJA - TEMELJ PEDAGOŠKE ETIKE / TEACHER'S DEONTOLOGY -THE BASIS OF THE PEDAGOGICAL ETHICS

Slavoljub Hilčenko (Srbija/Serbia):
DIJETE I ŠKOLA, MOŽE LI DRUGAČIJE? / CHILD AND SCHOOL, MAY IT BE OTHERWISE?

Wojciech Walat (Poljska/Poland):
NUŽNOST PROMJENA U OBRAZOVANJU ZBOG RAZVOJA INFORMACIJSKIH I KOMUNIKACIJSKIH TEHNOLOGIJA (ICT) / NECESSITY OF EDUCATION CHANGES UNDER DEVELOPING INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT)

Mateja Pšunder (Slovenija/Slovenia):
ŠKOLA IZMEĐU TRADICIONALNIH I SUVREMENIH OBLIKA NASILJA / SCHOOLS BETWEEN TRADITIONAL AND CONTEMPORARY FORMS OF VIOLENCE

Jože Stropnik (Slovenija/Slovenia):
UDŽBENIK ZA STUDENTE TEHNIKE U BOLONJSKOM STUDIJSKOM PROCESU / TEXTBOOK FOR TECHNICAL STUDENTS IN THE LIGHT OF BOLOGNA PROCESS

Marta Čop, Velimir Topolovec, Božidar Kovačić (Hrvatska/Croatia):
METODE I MODELI DIZAJNA E-UČENJA ZA UNIVERZALNU PRISTUPAČNOST / METHODS AND MODELS OF E-LEARNING DESIGN FOR UNIVERSAL USE

Nina Stropnik Kunič (Slovenija/Slovenia):
PISMENOST: KAKO POSTATI BOLJI ČITATELJ / LITERACY: HOW TO BECOME A BETTER READER

Jozef Macko, Dana Blahútová (Slovačka/Slovakia):
IMPLEMENTACIJA CIKLUSA MATERIJU U ZNASTVENO OBRAZOVANJE PUTEM PROJEKTOG UČENJA / IMPLEMENTATION THE CYCLE OF SUBSTANCES IN SCIENCE EDUCATION BY PROJECT TEACHING

Anica Perković, Irene Rigo (Hrvatska/Croatia):
FILM KAO NASTAVNO SREDSTVO POUČAVANJA ENGLESKOG JEZIKA NA FAKULTETIMA / FILM AS AN ENGLISH TEACHING TOOL AT TERTIARY EDUCATION LEVEL

Elvi Piršl, Neala Ambrosi-Randić (Hrvatska/Croatia):
PRATI LI REFORMA UČENJA REFORMU VISOKOG OBRAZOVANJA? / ARE THE REFORMS IN LEARNING COMPATIBLE WITH THE REFORMS IN HIGHER EDUCATION?

Anita Prelas Kovačević, Marijana Špoljarić, Ivan Majstorović (Hrvatska/Croatia):
ELEKTRONIČKE KNJIGE U OBRAZOVANJU / E-BOOKS IN EDUCATION

Živorad Milenović (Srbija/Serbia):
INKLUZIVNO OBRAZOVANJE KAO POSLJEDICA GLOBALIZACIJE / INCLUSIVE EDUCATION AS A CONSEQUENCE OF THE GLOBALISATION

Slobodan Bjelajac, Renata Relja, Sanja Stanić (Hrvatska/Croatia):
TJELESNA AKTIVNOSTI I ZDRAV NAČIN ŽIVOTA KOD STUDENATA / PHYSICAL ACTIVITY AND HEALTHY LIFESTYLE IN STUDENTS

Nika Golob (Slovenija/Slovenia):
RAZVOJ ZNANSTVENIH VJEŠTINA KOD DJECE KROZ AKTIVNOSTI U SLOBODNOM VREMENU / DEVELOPING SCIENCE COMPETENCIES THROUGH CHILDREN'S NATURAL ACTIVITIES IN THEIR SPARE TIME

Waldemar Lib (Poljska/Poland):
DIZAJN DIDAKTIČKIH RAČUNALNIH PROGRAMA - DIDAKTIČKI ALGORITAM / DESIGNING DIDACTIC COMPUTER PROGRAMMES - A DIDACTIC ALGORITHM

Vesna Minić (Srbija/Serbia):
UTJECAJ TEHNIČKO-TEHNOLOŠKIH PROMJENA NA OBRAZOVANJE U SRBIJI / THE INFLUENCE OF THE TECHNICAL-TECHNOLOGICAL CHANGES ON THE EDUCATION IN SERBIA

DISKUSIJA/DISCUSSION

15,30 – 20,00
DVORANA B / ROOM

KOMUNIKACIJSKI MENADŽMENT I ODNOSI S JAVNOSTI(MA)/COMMUNICATION MANAGEMENT AND PUBLIC RELATION(S)

Voditelji / Chairmen: Vinko Morović (Hrvatska/Croatia), Minka Zlateva (Bugarska/Bulgaria), Goran Popović (Hrvatska/Croatia), Jozef Macko (Slovačka/Slovakia), Ksenija Čulo (Hrvatska/Croatia), Ivo Jolić (Kanada/Canada)

Ludvik Toplak (Slovenija/Slovenia):
**ZNANOST I DIPLOMACIJA KAO FAKTOR
EUROPSKIH INTEGRACIJSKIH PROCESA / SCIENCE
AND DIPLOMACY AS FACTORS OF EUROPEAN
INTEGRATION PROCESS**

Ante Dulčić (Hrvatska/Croatia):
**OPTIMIZACIJA MODELA SVJETSKOG PORETKA /
WORLD ORDER MODEL OPTIMISATION**

Ksenija Čulo, Vladimir Skendrović (Hrvatska/Croatia):
**VAŽNOST KOMUNIKACIJSKOG MENADŽMENTA
U USPJEHU PROJEKTA / COMMUNICATION
MANAGEMENT IS CRITICAL FOR PROJECT SUCCESS**

Brano Markić (Bosna i Hercegovina/ Bosnia and
Hercegovina):
**INDIKATORI REZULTATA POSLOVANJA I
ANALIZA GLAVNIH KOMPONENTI / INDICATORS
OF BUSINESS RESULTS AND ANALYSIS OF THE
MAIN COMPONENTS**

Zdenka Damjanić (Hrvatska/Croatia):
**SOCIODEMOGRAFSKO PORIJEKLO STUDENATA
EKONOMSKOG FAKULTETA U KONTEKSTU
PODUZETNIČKO MENADŽERSKE PROFESIJE
/ SOCIO-DEMOGRAPHIC ORIGIN OF STUDENTS
AT FACULTY OF ECONOMY IN THE CONTEXT OF
BUSINESS AND MANAGEMENT PROFESSION**

Nusret Nićević (Srbija/Serbia):
**STRATEGIJA TURIZMA CRNE GORE SA POSEBNIM
OSVRTOM NA ULCINJ / STRATEGY OF TOURISM OF
MONTENEGRO WITH THE SPECIAL RETROSPECTIVE
ON ULCINJ**

Sanja Stanić, Sanja Čokolić (Hrvatska/Croatia):
**TEHNOLOGIJA U SLUŽBI PROFITA – SUVREMENA
BIOTEHNOLOGIJA I PROIZVODNJA HRANE /
TECHNOLOGY IN THE SERVICE OF CAPITAL –
CONTEMPORARY BIOTECHNOLOGY AND FOOD
PRODUCTION**

Jadranka Kunac (Hrvatska/Croatia):
**BANKARSKO KOMUNICIRANJE S JAVNOSTIMA /
BANK COMMUNICATION WITH THE PUBLICS**

Bruno Moslavac (Hrvatska/Croatia):
**SMANJENJE NEZAPOSLENOSTI I SIROMAŠTVA
RADNIKA KAO KORAK PREMA ODRŽIVOM
RAZVOJU / REDUCING UNEMPLOYMENT AND
POVERTY OF WORKERS AS A STEP TOWARDS
SUSTAINABLE DEVELOPMENT**

Sandra Soče Kraljević, Nenad Brkić (Bosna i Hercegovina/

Bosnia and Hercegovina):

**ISTRAŽIVANJE ZADOVOLJSTVA KRAJNJIH
POTROŠAČA PRODAJNOM I POSLIJEPRODAJNOM
USLUGOM / RESEARCH OF CONSUMER
SATISFACTION WITH SELLING AND POST-SELLING
SERVICES**

Vinko Kandžija, Igor Živko (Bosna i Hercegovina/*Bosnia
and Hercegovina):*

**GLOBALNI ZAHTJEVI KOMUNICIRANJA
U BANKARSKOM SEKTORU / GLOBAL
COMMUNICATION REQUIRMENTS IN BANKING
SECTOR**

Ivo Jolić (Kanada/Canada):

**KAKO MEĐUNARODNOM KOMUNIKACIJOM
POMOĆI HRVATSKOM GOSPODARSTVU/ HOW
CAN INTERNATIONAL COMMUNICATION HELP
CROATIAN ECONOMY**

Stanko Geić, Jakša Geić, Anđelko Duvančić (Hrvatska/*Croatia):*

**KOMPARATIVNA ANALIZA PRIMARNIH
ISTRAŽIVANJA TURISTIČKO KULTURNOG
RAZVITKA UNESCO LOKALITETA (TROGIR) /
COMPARATIVE ANALYSIS OF PRIMARY STUDIES OF
TOURIST-CULTURAL DEVELOPMENT OF UNESCO
SITES (T R O G I R)**

Neven Garača, Zrinka Blažević, Irena Bosnić (Hrvatska/*Croatia):*

**ULOGA I ZASTUPLJENOST KOMUNIKACIJSKIH
VJEŠTINA U SREDNJOŠKOLSKOM OBRAZOVANJU
KADROVA U TURIZMU / THE ROLE AND THE
REPRESENTATION OF COMMUNICATION SKILLS
IN SECONDARY SCHOOL'S EDUCATION OF
PERSONNELS AT TOURISM**

Snježana Strbad (Hrvatska/Croatia):

**MEDIJSKA FREKVENCIJA I PERCEPCIJA ZRAČNE
LUKE ZAGREB / MEDIA FREQUENCIES AND
PERCEPTION OF AIRPORT ZAGREB**

Viktorija Kunštek (Hrvatska/Croatia):

**JAVNOST, ODRŽIVOST I DODANA VRIJEDNOST /
PUBLIC, SUSTAINABILITY AND ADDED VALUE**

Filip Matošić (Hrvatska/Croatia):

**NEVERBALNA KOMUNIKACIJA U POSLOVNOM
PREGOVARANJU / NON-VERBAL COMMUNICATION
IN BUSINESS NEGOTIATION**

Mario Plenković, Tina Tomažič*, Vlasta Kučič*, Daria
Mustić (Hrvatska/Croatia, Slovenija/Slovenia*):

**KOMUNIKACIJSKI MENADŽMENT I OGLAŠAVANJE
U SMISLU ETIČKE PRIHVATLJIVOSTI/
COMMUNICATION MANAGEMENT AND
ADVERTISING IN TERMS OF ETHICAL
ACCEPTABILITY**

DISKUSIJA/DISCUSSION

UTORAK / TUESDAY 29.6.

09:15-11:15

DVORANA A / ROOM A

**INFORMACIJSKO DRUŠTVO I NOVE ICT
TEHNOLOGIJE / INFORMATION SOCIETY AND NEW
ICT TECHNOLOGIES**

Voditelji/Chairman: Vlastimila Ptačnikova (Češka/*Czech Republic*), Željko Hutinski (Hrvatska/*Croatia*), Nevenka Tatković (Hrvatska/*Croatia*), Goran Popović (Hrvatska/*Croatia*)

Željko Hutinski, Boris Aurer, Tonimir Kišasondi
(Hrvatska/*Croatia*):

**ICT I RAZVOJ DRUŠTVA / ICT AND SOCIETY
DEVELOPMENT**

Nevenka Tatković, Iva Čatić (Hrvatska/*Croatia*):

**ULOGA ICT- a U OBRAZOVANJU UČITELJA ZA
ODRŽIVI RAZVOJ / THE ROLE OF ICT IN THE
TEACHERS' EDUCATION FOR SUSTAINABLE
DEVELOPMENT**

Antun Šundalić, Josip Mesarić, Željko Pavić (Hrvatska/*Croatia*):

**SUVREMENI SELJAK I INFORMACIJSKA
TEHNOLOGIJA / TODAY'S PEASANT AND
INFORMATION & COMMUNICATIONS TECHNOLOGY**

Suzana Bračić, Majda Pšunder (Slovenija/*Slovenia*):

**POTPORNE TEHNOLOGIJE ZA E-UČENJE
OSOBAMA S POSEBNIM POTREBAMA / ASSISTIVE
TECHNOLOGIES IN E-LEARNING FOR PEOPLE WITH
DISABILITIES**

Mirjana Radetić – Paić, Maja Ružić-Baf (Hrvatska/*Croatia*):
**UPORABA ICT-A I NEPRIMJEREN UČINAK
KORIŠTENJA RAČUNALA IZ PERSPEKTIVE
BUDUĆIH UČITELJA I ODGOJITELJA / USE OF ICT
AND INNAPROPRIATE EFFECTS OF COMPUTER
USE – FUTURE PERSPECTIVES OF TEACHERS AND
CHILD-CARE TEACHERS**

Jacinta Grbavac, Goran Popović, Vitomir Grbavac
(Hrvatska/*Croatia*):

**MJESTO I ULOGA KOMUNIKACIJSKIH SUSTAVA
U FUNKCIJI UPRAVLJANJA POSLOVNIH
KORPORACIJA/ PLACES AND ROLE THE
COMMUNICATION SYSTEMS IN CORPORATIONS
BUSSINES MANAGEMENT FUNCTION**

Jovan Savičić (Srbija/*Serbia*):

**UČENJE U 3D VIRTUALNIM SVIJETOVIMA I
AVATARI / LEARNING IN 3D VIRTUAL WORLDS
AND AVATARS**

Svetlana Mihić (Srbija/*Serbia*):

**ON LINE TRŽIŠTE – NOVA TEHNOLOGIJA I NJEN
UTJECAJ NA RAZVOJ SUVREMENOG DRUŠTVA /
ON LINE MARKET – NEW TECHNOLOGY AND ITS**

IMPACT ON MODERN SOCIETY DEVELOPMENT

Vladimir Štambuk (Srbija/*Serbia*):

**MICROSOFT I GOOGLE – DVA KONCEPTA
RAZVOJA INTERNETA / MICROSOFT AND GOOGLE
– TWO CONCEPTS OF INTERNET DEVELOPMENT**

Iris Luarasi (Albanija/*Albania*):

**ALBANIJA U PODRUČJU TEHNOLOGIJE. KAKO
PRENOSIMO INFORMACIJE?/ ALBANIA IN THE
AREA OF TECHNOLOGY. HOW DO WE CONVEY
INFORMATION?**

Đilda Pečarić (Hrvatska/*Croatia*):

**DOKTORI INFORMACIJSKIH ZNANOSTI - OD
ZNANSTVENE PROMOCIJE DO ZNANSTVENE
PRODUKCIJE / DOCTORS IN INFORMATION
SCIENCES – FROM SCIENTIFIC PROMOTION TO
SCIENTIFIC PRODUCTION**

DISKUSIJA/DISCUSSION

09,15 - 11,15

DVORANA B / ROOM B

**MEDIJI I KULTURA RELIGIJSKOG KOMUNICIRANJA
/ MEDIA AND CULTURE OF RELIGION
COMMUNICATION**

Voditelji/Chairmen: Nikola Skledar (Hrvatska/*Croatia*),
Iris Luarasi (Albanija/*Albania*), Zdravko Šorđan (Srbija /
Serbia), Peter Olekšák (Poljska/*Poland*), Mevlud Dudić
(Srbija/*Serbia*)

Zdravko Šorđan (Srbija/*Serbia*):

**MJESTO I ULOGA RELIGIJE U RAZVOJU ETIKE
KOMUNICIRANJA / PLACE AND THE ROLE
OF THE RELIGION IN THE DEVELOPMENT OF
COMMUNICATION ETHICS**

Peter Olekšák, Albert Kulla (Slovačka/*Slovakia*):

**RELIGIJSKE TEME U MASOVNIM MEDIJIMA
I NAČINI NJIHOVOG PRAČENJA / RELIGIOUS
TOPICS IN THE SPHERE OF MASS MEDIA AND WAYS
OF THEIR COVERAGE**

Juraj Plenković (Hrvatska/*Croatia*):

**VJERA I KOMUNIKACIJSKO POVJERENJE MEĐU
NARODIMA / FAITH AND COMMUNICATION
RELIANCE AMONG NATIONS**

Juraj Považan, Juraj Holdoš (Slovačka/*Slovakia*):

**MOGUĆA VEZA IZMEĐU UPOTREBE INTERNETA I
DUHOVNOSTI.FIKCIJA I ILISTVARNOST?/POSSIBLE
CONNECTION BETWEEN USING INTERNET AND
SPIRITUALITY. FICTION OR REALITY?**

DISKUSIJA/DISCUSSION

11.45 - 13,30
DVORANA A / ROOM A

INTERKULTURALNA KOMUNIKACIJA /
INTERCULTURAL COMMUNICATION

Voditelji/Chairmen: Šime Pilić (Hrvatska/Croatia), Mevlud Dudić (Srbija/Serbia), Emil Vlajki (Bosna i Hercegovina/Bosnia and Herzegovina), Vlasta Kučić (Slovenija/Slovenia), Goran Radoš (Hrvatska/Croatia)

Slavo Kukić (Bosna i Hercegovina/Bosnia and Herzegovina):
REFORME U UVJETIMA ETNIČKI KONFLIKTNIH DRUŠTAVA – PRIMJER BOSNE I HERCEGOVINE / REFORMS UNDER CONDITIONS OF ETHNICALLY CONFLICTED SOCIETIES - THE EXAMPLE OF BOSNIA AND HERZEGOVINA

Šime Pilić, Mateja Bošnjak (Hrvatska/Croatia):
HOĆE LI MOSTAR OSTATI PODIJELJEN GRAD? / WILL MOSTAR REMAIN DIVIDED TOWN?

Nevenka Jeftić Šarčević (Srbija/Serbia):
KOMUNICIRANJE KULTURA / INTERCULTURAL COMMUNICATION

Vlastimila Ptáčnicková (Češka/Czech Republic):
INTERKULTURALNA PROFESIONALNA KOMUNIKACIJA IZMEĐU KORISNIKA SVJETSKIH I KORISNIKA MANJINSKIH JEZIKA/INTERCULTURAL PROFESSIONAL COMMUNICATION AMONG USERS OF MAJOR AND MINOR LANGUAGES

Vesna Bedeković (Hrvatska/Croatia):
INTERKULTURALNA KOMPETENCIJA KAO POLAZNICA RAZVIJANJA INTERKULTURALNIH ODNOSA / INTERCULTURAL COMPETENCE AS A STARTING POINT FOR INTERCULTURAL RELATIONSHIP DEVELOPMENT

Jelena Šimić (Hrvatska/Croatia):
ULOGA ENGLESKOG JEZIKA U INTERKULTURALNOJ KOMUNIKACIJI /THE ROLE OF THE ENGLISH LANGUAGE IN INTERCULTURAL COMMUNICATION

DISKUSIJA/DISCUSSION

11,45 – 13,30
DVORANA B / ROOM B

MEDIJSKA KONVERGENCIJA, DIGITALIZACIJA I ELEKTRONIČKI MEDIJI / MEDIA CONVERGENCE, DIGITALIZATION AND ELECTRONIC MEDIA

Voditelji / Chairmen: Drago Kušić (Hrvatska/Croatia), Stanislav Kink (Slovenija/Slovenia), Goran Radoš (Hrvatska/Croatia), Gentiana Skura (Albanija/Albania), Slobodan Hadžić (Hrvatska/Croatia), Goran Popović (Hrvatska/Croatia)

Vlado Galičić, Mislav Šimunić (Hrvatska/Croatia) :
ANALIZA KVALITETE WEB STRANICA HOTELA S 5 ZVJEZDICA U REPUBLICI HRVATSKOJ / ANALYSIS OF THE WEB-SITE QUALITY OF FIVE-STAR HOTELS IN THE REPUBLIC OF CROATIA

Stanislav Kink (Slovenija/Slovenia):
UPORABA MOBILNOGA TELEFONA MEĐU MLADIMA / YOUTH AS MOBILE TELEPHONES USERS

Ivan Balabanić, Marko Mustapić (Hrvatska/Croatia):
POLITIČKA KOMUNIKACIJA INTERNETOM U HRVATSKOJ 2009. ANALIZA WEB PORTALA IZBORNIM KANDIDATA ZA GRADONAČELNIKA: ZAGREBA, SPLITA, RIJEKE I OSIJEKA/ POLITICAL COMMUNICATION ON INTERNET IN CROATIA 2009. ANALYSIS OF WEB PORTALS OF ELECTION CANDIDATES FOR MAYORS: ZAGREB, SPLIT RIJEKA AND OSIJEK

Slobodan Ivanović, Vlado Galičić, Odri Ribarović (Hrvatska/Croatia):
INTERAKTIVNI MEDIJI U FUNKCIJI RAZVOJA SUVREMENE TURISTIČKE KOMUNIKACIJE I REDEFINIRANJA TURISTIČKOG IDENTITETA /THE ROLE OF INTERACTIVE MEDIA IN DEVELOPMENT OF CONTEMPORARY TOURIST COMMUNICATION AND IN REDEFINITION OF TOURIST IDENTITY

Mario Plenković, Daria Mustić, Vlasta Kučić*, Juraj Plenković, Goran Popović, Slobodan Hadžić, Goran Radoš, Vitomir Grbavac, Tina Tomažić* (Hrvatska/Croatia, Slovenija/Slovenia):
UTJECAJ MEDIJSKE KONVERGENCIJE NA PROCES HRVATSKE MEDIJSKE DIGITALIZACIJE / INFLUENCE OF MEDIA CONVERGENCE ON THE PROCESS OF CROATIAN MEDIA DIGITALIZATION

Mira Morić, Slavoljub Hilčenko (Srbija/Serbia):
POŠASTI MEDIJA ILI MEDIJSKA GRIPA/ THE PLAGUE OF THE MEDIA OR THE MEDIUM FLU

Goran Radoš (Hrvatska/Croatia):
SUSTAV JAVNERADIOTELEVIZIJE – MENADŽERSKI DISKURS IZLASKA IZ UPRAVLJAČKO - ORGANIZACIJSKE KRIZE (PRIMJER: HRVATSKA RADIOTELEVIZIJA /HRT/) / SYSTEM OF PUBLIC RADIO TELEVISION – MANAGERIAL DISCOURSE TO EXIT THE MANAGEMENT AND ORGANISATIONAL CRISIS (CASE STUDY: CROATIAN RADIO TELEVISION / CRT /)

Helena Pavličiková (Češka/Czech Republic):
SPECIFIČNI FILOZOFSKI I ETIČKI ASPEKTI KOMUNIKACIJSKOG PROCESA / SPECIFIC PHILOSOPHICAL AND ETHICAL ASPECTS OF COMMUNICATIONS PROCESS

Lacković Krešimir (Hrvatska/Croatia):
UTJECAJ INTERNETA NA SEGMENTACIJU TRŽIŠTA MASOVNIH MEDIJA / INFLUENCE OF INTERNET

TO SEGMENTATION OF MARKET OF MASS MEDIAS

Gentiana Skura (Albanija/*Albania*):

DIGITALB I DRUŠTVENI UTJECAJ NA ALBANIJU I EMIGRANTE / DIGITALB AND SOCIETY IMPACT AT ALBANIA AND THE EMIGRANTS

Jelica Stefanović-Štambuk (Srbija/*Serbia*):

DIPLOMATSKO UPRAVLJANJE INTERNETOM: KREIRANJE DOMENE GNOSTIČKE MOĆI U INTERESU GLOBANIH KORISNIKA / DIPLOMATIC GOVERNANCE OF INTERNET: CREATING THE GNOSIS POWER DOMAIN IN THE INTERESTS OF GLOBAL USERS

Nikola Vukalović, Marko Kosi, Daria Mustić (Hrvatska/*Croatia*):

MEDIJSKA PREZENTACIJA EUROPSKE UNIJE U REPUBLICI HRVATSKOJ / MEDIA PRESENTATION OF EUROPEAN UNION IN THE REPUBLIC OF CROATIA

DISKUSIJA/DISCUSSION

17,00 – 19,30

DVORANA A / ROOM A

INTERDISCIPLINARNI ASPEKTI RAZVOJA DRUŠTVA I TEHNOLOGIJE / INTERDISCIPLINARY ASPECTS OF SOCIETY AND TECHNOLOGY DEVELOPMENT

Voditelji/Chairman: Daria Mustić (Hrvatska/*Croatia*), Drago Kušić (Hrvatska/*Croatia*), Slobodan Elezović (Slovenija/*Slovenia*), Gerhard Wazel (Njemačka/*Germany*), Slobodan Hadžić (Hrvatska/*Croatia*), Eduard Pavlović (Hrvatska/*Croatia*):

Eduard Pavlović, Marija Vučić Peitl i Ines Torić (Hrvatska/*Croatia*):

STAVOVI SPRAM RAZLIČITIH OBLIKA OBITELJSKOG ŽIVOTA U SHIZOFRENIH I DEPRESIVNIH BOLESNIKA (U RELATIVNO DOBROJ REMISIJI) I KOD ZDRAVIH POJEDINACA / ATTITUDES TO VARIOUS TYPES OF FAMILY IN SCHIZOPHRENIC AND DEPRESSED PATIENTS (IN THEIR GOOD REMISSION) AND IN THE GROUP OF HEALTHY INDIVIDUAL PERSONS

Ivo Jakovljević, Marinko Jakovljević (Hrvatska/*Croatia*):
ANALIZA CESTOVNOG PROMETA, ENERGIJE I OKOLIŠA / ANALYSIS OF ROAD TRANSPORT, ENERGY AND ENVIRONMENT

Mario Plenković, Daria Mustić (Hrvatska/*Croatia*):
UTJECAJ EKOLOŠKE KRIZE NA RAZVOJ NOVIH KONVERGENTNIH GRAFIČKIH TEHNOLOGIJA / INFLUENCE OF ECOLOGICAL CRISIS ON THE DEVELOPMENT OF NEW CONVERGENT GRAPHIC TECHNOLOGIES

Stjepan Posavec, Jozo Franjić, Željko Škvorc, Marko Lovrić (Hrvatska/*Croatia*):

KOLIKO CIJENIMO OPĆEKORISNE FUNKCIJE ŠUMA? / HOW MUCH DO WE APPRECIATE BENEFICIAL FUNCTIONS OF FORESTS

Drago Kušić (Hrvatska/*Croatia*):

TEHNOLOŠKE OVISNOSTI / TECHNOLOGICAL DEPENDENCE

Olga Dečman Dobrnjič, Alenka Temeljotov Salaj, Franc Cankar (Slovenija/*Slovenia*):

POLITIKA UVOĐENJA ICT-a U ŠKOLSKO OKRUŽENJE I E-KOMPETENCIJE ODGAJATELJA U ĐAČKIM DOMOVIMA / THE POLICY OF INTRODUCING ICT INTO SCHOOL ENVIRONMENT AND E-COMPETENCES OF EDUCATORS IN BOARDING SCHOOLS

Albin Hofbauer (Hrvatska/*Croatia*):

POTRES I ZAŠTITA OD RUŠENJA / EARTHQUAKE AND DESTROYING PROTECTION

Gorazd I. Gumzej (Slovenija/*Slovenia*):

HOĆE LI TEHNOLOGIJA NANOPREMAZA VRATITI DRVU UGLED? / WILL THE TECHNOLOGY OF NANOPLASTERS RECLAIM REPUTATION OF WOOD?

Snežana Bogdanić, Tamara Magda, Petra Uremović (Hrvatska/*Croatia*):

RAZVOJ MUZEJSKIH KNJIŽNICA: ANALIZA VRSTA KNJIŽNICA, STRUKTURE KNJIŽNIČARSKOG OSOBLJA I STUPNJA UMREŽENOSTI/ DEVELOPMENT OF MUSEUM LIBRARIES: ANALYSIS OF LIBRARY TYPES, STRUCTURE OF LIBRARY PERSONNEL, AND LEVEL OF DEVELOPMENT IN NETWORKING

Jelena Bolkovac, Martina Piršljjin, Jasna Turković (Hrvatska/*Croatia*):

ZNANSTVENA PRODUKCIJA MAGISTARA INFORMACIJSKIH ZNANOSTI FILOZOFSKOG FAKULTETA U ZAGREBU / SCIENTIFIC PRODUCTIVITY OF INFORMATION SCIENCES MAS AT FACULTY OF HUMANITIES AND SOCIAL SCIENCES IN ZAGREB

Marin Ivanović (Hrvatska/*Croatia*):

USPJEŠNOST MUZEJSKE KOMUNIKACIJE SA SLIJEPIM I SLABOVIDNIM OSOBAMA / EFFICACY OF MUSEUM COMMUNICATION WITH BLIND AND VISUALLY IMPAIRED PEOPLE

Josip Makjanić (Hrvatska/*Croatia*):

EKO-ETNO SELA I TURIZAM / ECO-ETHNIC VILLAGES AND TOURISM

Krzysztof Kraszewski (Poljska/*Poland*):

DIZAJN I PROIZVODNJA NARODNIH IGRAČAKA / DESIGNING AND PRODUCING FOLK TOYS

DISKUSIJA/DISCUSSION

20,00 – 20,30:

**ZAKLJUČAK ZNANSTVENOG SKUPA I PODJELA
CERTIFIKATA / CONCLUSION OF THE SCIENTIFIC
CONFERENCE AND ASSIGNATION OF THE
CERTIFICATES****SRIJEDA / WEDNESDAY**10,00–11,00: Organizacijski odbor / Organizing committee
Croatian Communication Association & Informatologia
(HKD-CCA) - Samo za članove / *Members only*12,00 – 13,00: INFORMATOLOGIA (Urednički odbor/
Editorial Bord)18,00 - SKUPŠTINA HKD / ASSEMBLY CCA - Samo za
članove / *Members only***Organizacijski odbor DIT 2010/ Organizing committee:**
Marcello Cherini (Italija/*Italy*), Slobodan Elezović,
Vlado Galičić, Slobodan Hadžić, Vlasta Kučič (Slovenija/
Slovenia), Hiroshi Matsumoto (Japan), Vinko Morović,
Daria Mustić, Mario Plenković, Goran Popović, Mirko
Pšunder (Slovenija/*Slovenia*), Zdravko Šorđan (Srbija/
Serbia), Marko Tomašević, Danijela Vagan, Miodrag
Živanović, (Srbija/*Serbia*), Wojciech Walat (Poljska/
Poland).Znanstveni odbor/ Scientific committee:
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Kumar (Indija/*India*), Klaus Krippendorf (Philadelphia,
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Slovenia), Emil Vlajki (Bosna i Hercegovina / *Bosnia and
Herzegovina*), Vidoje Vujić, Gerhard Wazel (Njemačka/
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Predsjednik Organizacijskog i Programskog odbora:
Red. prof. dr. sc. Juraj Plenković

The ICD Academy for Cultural Diplomacy (Berlin, 25th July – 1st August 2010)

**“Nation Branding in a Globalized World:
An International Conference on the Economic, Political, and Cultural Dimensions of Nation
Branding”**
(Berlin, 29th July - 01st August 2010)

Cultural Diplomacy in Europe: A Forum for Young Leaders (CDE) (Berlin, 29th July - 5th August 2010)

The **July Session** of the ICD Academy for Cultural Diplomacy will run from 25th July to 1st August and will consist of lectures, panel discussions, seminars, as well as cultural and social activities. In addition to looking at the history and development of the field of cultural diplomacy, and its contemporary application across the world, the forthcoming Academy Session will look at the tools available to countries and cities wanting to shape their image abroad and will explore the roles of cultural diplomacy and nation branding in generating soft power for nation states. Participants of the July Academy Sessions will participate in the next ICD major event *“Nation Branding in a Globalized World: An International Conference on the Economic, Political, and Cultural Dimensions of Nation Branding”* (Berlin, 29th July - 01st August 2010).

The ICD Academy for Cultural Diplomacy

The ICD Academy organises Weeklong Sessions which are taking place in Berlin throughout the year. Each Academy Session will explore the history and development of the field of cultural diplomacy and will provide a platform for discussions on a diverse range of related issues including immigration and integration, language and identity, citizenship, and the role of civil society in building bridges between cultural communities.

The July Session of the ICD Academy for Cultural Diplomacy

“Shaping a Country’s Image: The Roles of Cultural Diplomacy and Nation Branding”

(25th July – 1st August)

In addition to looking at the history and development of the field of cultural diplomacy, and its contemporary application across the world, the

forthcoming Academy Session will look at the tools available to countries and cities wanting to shape their image abroad. Furthermore, the program will consider the political, economic, and cultural advantages of having a strong national image. Participants of the July Academy Sessions will participate in the next ICD major event *“Nation Branding in a Globalized World: An International Conference on the Economic, Political, and Cultural Dimensions of Nation Branding”* (Berlin, 29th July - 01st August 2010).

The Participants

The Program is open to applications from academics, diplomatic and political representatives, civil society practitioners, journalists, young professionals and students, stakeholders from the private sector and other individuals with an interest in international relations, cultural studies, and global politics. To apply to the program, please visit:

http://www.culturaldiplomacy.org/academy/index.php?en_academy_seminars

Confirmed speakers for the Conference include:

Amer Kapetanović; Minister-Counselor, Bosnia and Herzegovina Embassy in Berlin
Ares Kalandides; Managing Director- INPOLIS UCE GmbH; President - The Association for Place Branding and Public Diplomacy
Carsten Claus; Research Associate with the Chair of Strategic Management & Tourism Management – Leuphana University of Lüneburg
Dr. Helena K. Finn; Head of Public Affairs, US Embassy in Berlin
János Can Togay; Director of the Collegium Hungaricum Berlin
Amb. Joy E. Wheeler; Jamaican Ambassador to Germany Amb.
Karl-Erik Norrman; Secretary General - European

Cultural Parliament, Former Swedish Ambassador
Dr. Makase Nyaphisi; Ambassador of the Kingdom of Lesotho to Germany

Maris Nicolas Christiansen; Author of „Der Deutschland-Faktor. Nationale Herkunft als Chance für die Markenstrategie deutscher Automobilhersteller auf internationalen Märkten“

Mark C. Donfried; Director - the Institute for Cultural Diplomacy

Amb. Dr. Miro Kovac; Croatian Ambassador to Germany

Amb. Mitja Drobnic; Slovenian Ambassador to Germany

Patrick Hart; Director - the British Council Berlin

Prof. Dr. Salah Hassan; Chair of the Department of Marketing - School of Business, George Washington University

Sarmad Hussain; Cultural Commission - German Parliament

Prof. Dr. Uli Bruekner; Professor for European Studies, Stanford University in Berlin

Nation Branding in a Globalized World:

The Economic, Political, and Cultural Dimensions of Nation Branding

(Berlin, 29th July – 1st August 2010)

“Nation Branding in a Globalized World” is a 4 day international conference being held by the Institute for Cultural Diplomacy that will explore the concept of nation branding and consider its importance in contemporary international relations. The conference is based on the growing influence of nation brands and the increasing importance placed on such brands by politicians, private sector representatives, and other stakeholders in global politics and economics. The program aims to focus on the challenges and opportunities of strengthening a country’s image abroad, and the impact of such activity on international relations.

“Nation Branding in a Globalized World” will consist of 4 complementary components:

What’s in a brand?

The program will begin by exploring in detail the history and development of the term “nation brand”, its definition, and the extent to which the term is open to interpretation. The opening part of the conference will also address the extent to which a country is able to shape its own brand, and what factors may enable or hinder this process.

New Actors, New Strategies

Having considered the meaning of the term “nation brand”, the second part of the program will move to analyse the different actors involved in shaping a country’s image abroad - including governments, private sector companies, individuals, and civil society organisations. The interaction between these actors, and the ways in which they can influence a country’s brand, will be considered in detail.

Economic, Political, and Cultural Benefits

The penultimate component part of the conference will explore the advantages for a country of having a strong nation brand – with particular reference to economics, politics, and the cultural sector. Case studies from across the world will be considered by an interdisciplinary group of speakers.

Nation Branding in a Globalized World

The final part of the program will consider the complex relationship between the process of globalisation and the generation of nation brands. It will explore the challenge of combining strong nation brands in an increasingly interdependent world, and will develop best practice guidelines for countries seeking to engage in nation branding.

Cultural Diplomacy in Europe: A Forum for Young Leaders (CDE)

(Berlin, 29th July - 5th August 2010)

Cultural Diplomacy in Europe: A Forum for Young Leaders (CDE) is a network of young, influential people from across the world, who have an interest in exploring and strengthening relations between the countries within Europe. The program is based on the recognition that the increasing economic and political integration of the European Union must be accompanied by sustained activity to ensure that public opinion and relations between individual member states, and between member-states and non members states, remain positive and constructive at all levels. Participants of the CDE program will participate in the ICD’s forthcoming international conference “**Nation Branding in a Globalized World**”, (Berlin 29th July-1st August 2010), which will explore the concept of nation branding, its history and consider its impact on the economic, political and cultural relations between countries.

“The Future of Europe: National Brands and Regional Integration”

(Berlin, 29th July - 5th August 2010)

The next CDE Weeklong Seminar will take place from 29th July – 5th August and is entitled “The Future of Europe: National Brands and Regional Integration”.

The recent expansion of the EU and its prospective future enlargement, together with the process of European integration, raise a number of important issues concerning the future of individual nation states within the European Union. **“The Future of Europe”** will consider the extent to which the strengthening of national brands will influence the generation of regional identity, and the prospect of Europe speaking “with one voice”.

**DRUŠTVO I TEHNOLOGIJA 2010.
SOCIETY AND TECHNOLOGY 2010**

**XVII. MEĐUNARODNI ZNANSTVENI SKUP
XVII. INTERNATIONAL SCIENTIFIC
CONFERENCE**

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u korak s tehnologijom





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