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Introduction

All articles presented in this publication were a part of a conference program at the international scientific conference named Transactional Analysis Winter School, held March 9-11, 2018 in Belgrade. Over 10 presenters from different countries of the region participated with their scientific, theoretical and professional works. The presented works covered topics related to transactional analysis (hereinafter referred to as TA) and its application and development as a personality theory, an integrative psychotherapeutic modality, and, moreover, a theory of change that has its value beyond the field of psychology. This international scientific conference was implemented as part of a scientific research project for which support has been granted by the European Transactional Analysis Association (EATA). In the plenary opening of the Conference, Chair of the Theory and Research Committee (TDRC) of EATA, lecturer by invitation and a key note speaker, Biljana Van Rijn, emphasized the importance of research-based grounding of professional work and described the methodology used to build longitudinal studies of the psychotherapeutic effects monitoring. A special time and space within this scientific meeting were reserved for the facilitation of a dialogue between different psychotherapeutic modalities. During this roundtable, participants considered the development of integrative research models in order to improve the scientific status of the psychotherapeutic profession, regardless of preferred modalities. Compatible approaches in practice and research have been presented and considered by REBT, NLP, Scheme of Therapy, Systemic Therapy to Transactional Analysis, with the emphasis on the potential for integration, and in some cases even the imperative of various forms of integration for the benefit of the profession and its clients.

Selected articles from the Conference program that received positive evaluations after the scientific review are presented in full in these Proceedings. First of all, in this publication we are presenting the paper that discusses the regional scientific research project that has planned and supported this meeting among its planned project activities. The project is called ZESUI I PID 5 – Convergence of the instruments on the clinical population with cross-validation study of the TA instrument – ZESUI. More about the research goals, chosen methodology and its implications for theory and practice can be found in the article that the authors of the said research project prepared for these Proceedings. Part of this publication also includes a detailed presentation of the research about conflict resolution strategies in emotional partnership that was conducted in Slovenia, by application of the same instrument, ZESUI. After this research, the ZESUI instrument was psychometrically improved and further developed. In the research implemented by colleagues Miložić and Žvelc, we realized that a certain partial application of this robust instrument can contribute significantly to correlation studies, especially for studies from the domain of psychology of communication and interpersonal relations.

In his work *Alcohol Addicts – TA perspective*, our colleague Anđelković demonstrated the clinical significance of transactional analysis in the diagnosis and treatment of addiction, starting from theoretical assumptions regarding the personality profiles of addicts, as well as the personality dynamics. Certain conclusions of the presented research give answers to the question of predisposition and risk factors in the context of early development and family relationships, but also psychotherapeutic guidelines. In the article presented by Leposava Kron we see the importance of a combined methodological approach in our understanding of socio-pathological phenomena, namely the construction of various profiles of homicidal patients, perpetrators of murders. On the basis of extensive field research, quantitative and then qualitative data analysis of the obtained material was made. Here we emphasize the size and representativeness of the sample since we are talking about a specific and relatively small population within the general population, and that is the perpetrators of severe blood crimes among which the research was conducted.

The author thoroughly conducted her analysis, partly relying on the theory of transactional analysis, to answer the research questions

raised, but also to generate new research questions and considerations about the generalization and transferability of results to the population of murderers that cannot, in fact, be considered a homogeneous group, except in terms of the crimes they have all committed.

And finally, we are concluding this Book of articles with a paper that refers to the non-clinical application of transactional analysis in the field of marketing and mass communication. In her work, Tijana Bastašić vividly describes to readers the application of the theory of transactional analysis in the advertising industry, by deconstructing advertising strategies and creative solutions found in the national campaign ads, pointing to psychological appeals contained in advertising messages, as well as the targeted ego state of the audience. The work of our colleague Bastašić deserves its space in this publication for several reasons. First, because it suggests that transactional analysis, such as psychoanalysis and analytical psychology, has largely gone beyond the bounds of psychiatry and clinical psychology and has its important place in various aspects of applied psychology. Secondly, because it demonstrates how transactional analysis can be used as a conceptual framework in the analysis of contemporary media content. In other words, empirical research is not the only way to prove the pragmatic value of a coherent theory set on solid foundations of systematic observation, clinical experience, and the productive narrative potential of creative theorist, Eric Berne.