In this study authors are analyzing methodological, theoretical and practical results of media communication evaluation in the new digital and multimedia convergent environment. Communicology empirical analyses is being performed considering the impact of visual communication (existing visual elements and multimedia content) on empirical evaluation of contemporary media communication in theory and practice of public relations. Holistic theoretical explication is performed in context of new communicological interdisciplinary understandings affecting the structure of the media public (public opinion). Multicausal appearance of new media and social networks authors are observing from the stand point of media communication empirical evaluation in context of development of the new single communicological discipline public relations. The study analyzes paradigmatic theoretical and methodological cognitions for multicausal research and evaluation of new media, social networks and visual communications. In methodological part of the study authors are quoting basic methodological disputes and restrictions, deciding upon deficiency of unique methodological instruments, in spite of evident needs the business community shows for establishing integrated methodological model for empirical evaluation of media communication. In research part authors conclude deficiency in evaluating visual communication elements, while visual in multimedia communication is becoming increasingly important. Media communication and public relations evaluation is in the focus of interest for modern business community, academic circles and professional institutions studying and evaluating effective professional public relations.
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Title: MANAGERIAL ETHICS IN PUBLIC RELATIONS: CHANGES AND CHALLENGES
Author(s): Ines Milohnić, Maja Sustar
Affiliation: Faculty of Tourism and Hospitality Management, Opatija, Croatia
Key words: ethics, managers, hotels, public relations, ethical code
Abstract: Many hotel companies have acknowledged the role and importance of ethics that are gaining more recognition especially in the profession of public relations. Ethical dilemmas they encounter are getting more and more frequent, and deviation of ethical norms is getting more and more expressed. This study tends to indicate the meaning of ethics, respecting the code of ethics of the organization as well as ethical/unethical behavior in everyday business. The research was taken during year 2013 and the target group has been made out of public relations managers in hotel companies of Primorsko-goranska County. The research results show that public relations managers largely stick to the organization’s code of ethics that is behavior according to the ethical standards. The research indicates modification/shift of manager’s perception of unethical activities, starting from the material ones to the personal ones. Finally, authors suggest a continuous improvement of managerial ethics (standards) by implementing activities that would contribute to a responsible and ethically founded behavior of the organization, promoting the ethical behavior, encouraging the implementation and use of code of ethics in business as well as monitoring the implementation of it.

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Abstract: Ethical dilemmas they encounter are getting more and more frequent, and deviation of ethical norms is getting more and more expressed. This study tends to indicate the meaning of ethics, respecting the code of ethics of the organization as well as ethical/unethical behavior in everyday business. The research was taken during year 2013 and the target group has been made out of public relations managers in hotel companies of Primorsko-goranska County. The research results show that public relations managers largely stick to the organization’s code of ethics that is behavior according to the ethical standards. The research indicates modification/shift of manager’s perception of unethical activities, starting from the material ones to the personal ones. Finally, authors suggest a continuous improvement of managerial ethics (standards) by implementing activities that would contribute to a responsible and ethically founded behavior of the organization, promoting the ethical behavior, encouraging the implementation and use of code of ethics in business as well as monitoring the implementation of it.

Authors Review
Title: RETROSPECTIVE AND PERSPECTIVE OF COMMUNICATION TECHNOLOGY: SOCIAL AND TECHNOLOGICAL ASPECTS
Author(s): Jacinta Grbavac, Vitomir Grbavac, Antonija Kratalić
Affiliation: Croatian Communication Association, Zagreb, Croatia; faculty of Social Sciences, University of Herzegovina, Medugorje, Bosnia and Herzegovina
Key words: communication technology, Internet technology, information society and multimedia
Abstract: paper presents the development of a chronological range of communications technology that have significantly affected the sphere of human communication, making different depending on communications, communication networks and communications technology, in order to improve the general climate of communication in organizations, communities and civilizations. Seen in this context, the paper presents the research performance of individual communications, technology and media. Media is running through the print media (newspapers, magazines and books), while communications technology like telephone technology, film, radio, television (analog, digital, and Internet), and satellite communications technology, home multimedia, computer technology (PCsandlaptops), and Internet technologies, and the convergence of the songs and dynamic beats communications technology as new communication platform/information society with asynergetic impact on people, families and society as a wise community.

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Title: "EURO" - THE ANIMATED MOVIE, E-LEARNING IN ELEMENTARY SCHOOLS IN SERBIA
Author(s): Slavoljub Hilčenko
Affiliation: College of Education Science, Subotica, Serbia
Key words: e-learning, elementary education, animated movie
Abstract: Euro passes through the turbulences and the survival calamities. On the other hand, there are states on the Balkan’s and amongst them Republic of Serbia, that want accession to the European Union. The purpose of this article is to show how pupils in elementary schools can be introduced with the Euro currency, coins and paper bills, throughout the application of an attractive animated form. Thereby, our instructional team works on the project of realization a movie that presents paper bills and coins of Euro money, as well as relationships, in an interesting, available and instructive manner. Besides the animated movie, the project will comprise a didactical and methodical teacher’s guidebook and an interactive quiz that will enable pupil to check their knowledge.