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**Title:** JOURNALISTS’ PERCEPTION OF THE IMPORTANCE OF SOCIAL NETWORKS IN THE PRODUCTION OF MEDIA CONTENTS

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**Key words:** social networks, reliability, media contents, checking information

**Abstract:** Media communication is now inconceivable without the use of social networks. Social networks have penetrated every pore of both business and private life. What’s more, these two spheres often overlap in the realm of social networks. The objective of this paper is to research the perception journalists have of the importance of social networks in the production of media contents. We started from the presumption that social networks influence upon the production of media contents and aimed at establishing to what extent that is true. We wished to establish how social networks altered the manner of operation of journalists and verify whether they check the reliability of published contents. Our focus was on considering whether they use social network sources and subsequently mention them as unnamed or whether they name them. We also considered the influence of public relations on social media contents. Other issues we considered include the role of social networks in crisis communication, with respect to their reliability. We investigated how much time journalists spend on social networks and whether they are more beneficial or harmful to their work.

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**Title:** DEEP COMMUNICATIONAL FEELINGS OF LIVES

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**Abstract:** The objective of this paper is to research the perception journalists have of the importance of social networks in the production of media contents. We started from the presumption that social networks influence upon the production of media contents and aimed at establishing to what extent that is true. We wished to establish how social networks altered the manner of operation of journalists and verify whether they check the reliability of published contents. Our focus was on considering whether they use social network sources and subsequently mention them as unnamed or whether they name them. We also considered the influence of public relations on social media contents. Other issues we considered include the role of social networks in crisis communication, with respect to their reliability. We investigated how much time journalists spend on social networks and whether they are more beneficial or harmful to their work. The research was conducted using the focus-group method, with participation of 13 journalists in two focus-groups. Most respondents agreed that in their work, social networks do more good than harm. This is true only if, when using these contents, they never lose from sight the basic principle of journalistic profession: checking the reliability of information.
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Key words: Peer-to-peer, electronic communications, Internet access service user, intellectual property rights protection, personal data protection right

Abstract: Authors examine the relationship between rights of Internet access service users and intellectual property rights holders, under EU and Croatian law, in the context of private law protection of intellectual property violated on the Internet. Relevant violations committed by internet users consist of the disallowed sharing of work protected by intellectual property rights. Authors analyze the guarantees of fundamental rights that interconnect in relation to examined violations and in the course of private law protection of intellectual property, especially taking into account the case-law of the Court of Justice of the EU. They also point to distinctive features in the development of the right to personal data protection under EU law, and they discuss applicability of relevant EU and Croatian laws as regards the data relating to users of Internet access services, which include traffic data such as IP addresses. Results of research support the finding of existing delicate and complex relationship between stated rights and, consequently, authors conclude the paper with a cautionary note on the need to pay special attention during assessment and regulation of these questions in domestic law and practice.
Title: THE IMPACT OF MASS MEDIA ON THE ADOLESCENTS’ LIFE

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Key words: mass media, adolescents

Abstract: The aim of the study was to determine types and frequency of the use of mass media by adolescents and their impact on life. The study was conducted on 184 students of the second grades of VII. Grammar school in Zagreb. They were surveyed about the most common types of mass media, the time spent with the mass media, lifestyles, school achievements, socioeconomic status of their parents and problems after prolonged use of mass media. Subjects were measured height and weight, heart rate and blood pressure before and after watching the presentation with disturbing content. The most commonly used media are computer and television, and media content Facebook and movies. Time spent with media during the week was 45.8 hours, daily average two hours longer on weekends than on weekdays. Respondents who spend with the media more than 5 hours a day have more often health problems. Significant difference was found in connection of subject’s gender and type of media content, as well as time spent with them. Research has shown which types and contents of mass media’s means adolescents most commonly use, time spent with them as well as significant differences between the genders in connection with use of the media. Although the significant impact of mass media on school achievements and association with socioeconomic status of subjects’ parents was not confirmed, the significant effect of the time spent with the media on the health and habits exists.

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Title: OPEN COMMUNICATION AS BASIS OF PALLIATIVE APPROACH

Authors: Željko Rakošec, Brankica Juranić, Štefica Mikšić, Jelena Jakab, Barbara Mikšić
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Key words: communication, palliative care, education, patient, family

Abstract: Through the development of technology we are faced with the question of human helplessness experienced by the person who is in the terminal phase of the disease. The process of dying, in all its uniqueness and universality, surpasses the dimension of the human consciousness and sub consciousness, and requires a multidisciplinary approach of the team members who take care of the patient and cooperate with the members of their family. The base of the palliative approach is a relationship based on understanding, sensibility, empathy, flexibility, open and two-way doctor-patient communication and diverse communication in the social network. Communication in palliative care requires knowledge, competencies and skills in the peculiarity of doing that job, which is a difficult and demanding process. One of the most important and necessary skills in the palliative care communication is knowing how to hear and listen. It is a kind of listening where it is really important to show to the patient that you are really listening what he tells you, asks or feels. In the moment when medical procedures and interventions that include patients who suffer from terminal diseases do not show positive outcomes, the palliative care alleviates the human suffering. Through the implementation of palliative care, which is not recognized enough as a priority in the public health care, especially in developing countries, we could improve the quality of life of patients and members of their families.