The text focuses on perception of communication in the academic environment by academics. In particular, on communication among academics, department and faculties managers, or university managers. It gives a brief characteristic of the environment of Czech universities, especially the social and cultural areas in relation to organizational climate of university as an organization. Theoretical starting points are illustrated by outcomes of a survey carried out at teacher training faculties. It is followed by an interpretation of the significance of communication attributed by academics to communication in the organization of university, i.e. at their departments, among academics and department or faculty managers.

Media, Culture and Public Relations, 6, 2015,2, 128-138

Abstract: Social capital refers to positive consequences of social connections on goal attainment, while civic associations, i.e. civic participation represents one of its sources. Social capital strengthens generalized trust and political participation. According to Dvornikovic: "Our man essentially recognizes only two extremes: absolute faith and fervor or deep distrust and disgust". Ruling elites thrive by manipulating with emotions, spreading the ideology of national origin. Unfortunately, political lack of awareness and deception go further and cause antagonism within the same nation proving local characteristics. Media as an 'extended arm' of politics use their power to manipulate and introduce public to a state of complete disorientation – by selecting information, redirecting attention from the essential problems, awakening emotions and reheating national passion. In this system, in which manipulation dominates, it is difficult to freely and sincerely establish intercultural communication.

Media, Culture and Public Relations, 6, 2015,2, 139-149

Abstract: After great suffering, misfortune, fear bewitchment, hatred and mistrust, national and religious passions, the question is, is there enough tolerance in former Yugoslavia to establish intercultural communication? At the time of transition from socialism to capitalism, social individual was destroyed, resulting in strengthening of collective identity. Belonging to a closed community strengthened the hatred to all unknown and uncertain. According to Dvornikovic: 'Our man essentially recognizes only two extremes: absolute faith and fervor or deep distrust and disgust'.
Media, Culture and Public Relations, 6, 2015,2, 161-171

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**Key words:** ontological integrity, intrapersonal communication, sports, stress, religiosity

**Abstract:** In this paper a man has been analyzed in his ontological unity based on the scientific literature. A man is a unity of his whole body, mental and spiritual structures that are mutually intertwined, and it is imperative that all of these structures are in harmony with each other. For normal functioning a synergy is required at all levels of human activity. A man can be completely accomplished and developed through functioning a synergy is required at all levels of human activity. Studies have shown the presence of pragmatic mentality and a small amount of stress which indicates the impact of quality intrapersonal communication in special situations.

Media, Culture and Public Relations, 6, 2015,2, 181-195

**Authors:** Mihael Tomšić, Ljubica Bakić-Tomić

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**Key words:** Roma, Croats, Medimurje, public perception, culture, diversity

**Abstract:** In the Republic of Croatia many important issues depend on the perception of the public including the issue of national minorities. The aim of the research is to determine the perception of the Croatian public about the Roma minority in the Medimurje County in which concerning the census of 2011, the third of Croatian Roma reside. The study was conducted by creating online surveys, voluntary type. For the purpose of the study author’s questionnaire is made, and is distributed by e-mail and posted on Facebook significant groups of tens of thousands of members within Croatia. An interesting fact is that within 24 hours the questionnaire approached 500 people, which is evidence of the great interest of the population of Medimurje County in the subject of the Roma minority. The results indicate that there is a gap in the relations between Croats and Roma in Medimurje County. However, also indicate that this gap is not insurmountable with mutual understanding and acceptance of cultural differences and acceptance of basic cultural norms and Croatian law. Furthermore, the results suggest the absence of discrimination on ethnic grounds. With their specific cultural elements Roma build and maintain the ethnic border towards the Croats, complicating and reducing the possibility of their own integration. The largest obstacle to the integration of the Roma is a significant spatial segregation at the local level. Although the results suggest that the majority of respondents believe that relations between the two groups will not improve, they are willing to co-existence and common action in order to improve relations.

Media, Culture and Public Relations, 6, 2015,2, 211-220

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**Key words:** quality intrapersonal communication in special situations.

**Abstract:** A man can be completely accomplished and developed through the ability of positive intrapersonal communication. In the empirical part of the paper factors that affect the category. The ability of positive intrapersonal communication opens up an access to the self and to the center of one’s being through prayer, reflection, religion, religiosity and positive attitude. In the empirical part of the paper factors that affect the stress in professional athletes have been observed. An orientation study has been conducted in order to show how athletes through everyday life situations experience the issue of stress. Studies have shown the presence of pragmatic mentality and a small amount of stress which indicates the impact of quality intrapersonal communication in special situations.

Media, Culture and Public Relations, 6, 2015,2, 221-230

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**Key words:** ontological integrity, intrapersonal communication, sports, stress, religiosity

**Abstract:** In this paper a man has been analyzed in his ontological unity based on the scientific literature. A man is a unity of his whole body, mental and spiritual structures that are mutually intertwined, and it is imperative that all of these structures are in harmony with each other. For normal functioning a synergy is required at all levels of human activity. A man can be completely accomplished and developed through functioning a synergy is required at all levels of human activity. Studies have shown the presence of pragmatic mentality and a small amount of stress which indicates the impact of quality intrapersonal communication in special situations.

Media, Culture and Public Relations, 6, 2015,2, 241-251

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Media, Culture and Public Relations, 6, 2015,2, 251-261

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Media, Culture and Public Relations, 6, 2015,2, 261-271

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Media, Culture and Public Relations, 6, 2015,2, 271-281

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Media, Culture and Public Relations, 6, 2015,2, 281-291

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linguistic strategy in the concept of advertisements in Croatian banks as a way to eliminate the boundaries in postmodern discourse of advertising. The advertising rhetoric liberalizes the use of language, abolishes elitism, leaves traditional forms of communications and breaks linguistic or spelling rules. The use of idioms and their modifications are being investigated and interpreted together with the paraphrase in incorporating a language code in an advertisement for the formation of new semantic meanings of the message. Advertising discourse radicalizes the route of advertising message to the recipient using a semantic framework in which the text is approached in a broader sense, not limiting it only to the language, but also to the visual element. The intention of the analysis of advertising discourse is to perceive semantic changes that are the result of banks’ advertising rhetoric and are being interpreted by the postmodernist tendencies. Semantics of the advertisement is realized by employing different linguistic and stylistic procedures, and interpolation of the language code in the advertising discourse shows how advertising discourse sets up the ground for countless language possibilities and creations of new semantic meanings in order to attract the attention of the recipient by advertisement and to make him react.

**Media, Culture and Public Relations, 6, 2015, 2, 196-204**

**Abstract:**
The perception of the public about the Roma minority in the field of tourism

**Authors:** Ana Vizjak, Maja Vizjak

**Key words:** education, tourism, tourism personnel, development

**Abstract:** Education of employees at all levels has become a resource on which business performance and development of all parts of economic system of every country depend. This is especially important in tourism, because tourism is a “human industry” that functions exclusively on meeting human needs in the sphere of mental satisfaction of human beings. Tourism is a part of the global economic system, but it has a major impact on national economic systems and its development has been the fastest and most stable from its beginnings. It also encourages the development of new tourism-related jobs and occupations that did not exist before. In its development, it created and connected various profiles of employees of various types of education, knowledge and skills who in turn needed additional adequate education in an appropriate educational system. Systems and methods of modern education used in the education of employees in tourism are an expression of present needs and too few are oriented to the future. This kind of activity of educational institutions is not only conditioned by inertia of modern curricula, bureaucratised teaching staff and management, but also by inability to recognise future needs of the profession in the educational institutions. Educated employees come out of the educational systems burdened with a large quantity of outdated information and knowledge that are not very useful in their future workplaces. Croatia had only 16% of university graduates who are, in fact, predominantly educated for the labour exchange; it is clear that the educational system is completely unprepared for the labour market, let alone for the changes to come. This is a complex and diverse industry, dependent on a variety of internal and external factors.

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**Title:** CORPORATE COMMUNICATIONS ON THE EXAMPLE OF SELECTED CROATIAN COMPANIES

**Author(s):** Petra Bagarić

**Key words:** corporate communications, internal and external communication, internal communication, research, company

**Abstract:** The good internal public relations are an important instrument in the creation of corporate identity and image, and as such is the starting point for establishing a successful external relations. Also, apart from the impact on the creation of corporate identity and image, communication function in large companies has become important in defining the objectives of the company, the planning of their implementation, the organization of human and other resources, employee development, encouragement and motivation, and creating a climate in which employees want to contribute. The primary objective of this paper refers to the study and analysis of organizational change and the role of public relations in the corporate communications and corporate communications function within the company. Also, work will include study of the impact of internal communication to increase the trust of employees by superiors and a better performance of the company. For the current study selected a sample of 100 Croatian companies from different production activities which was sent a questionnaire via the Internet.