GREETINGS IN THE ITALIAN LANGUAGE

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Key words: greeting, verbal communication, variation in verbal greetings

Abstract: Greeting is a basic act of communication in which a person intentionally makes his/her presence known to the others, but at the same time it is also a way to show attention toward a person greeted. By greeting we reveal a type of relationship (usually cordial) which exists between people as well as social status (formal or informal) between individuals or groups of people coming in contact with each other. Greetings can be verbal or non-verbal, and the choice between the two depends upon a series of factors, such as culture, situation and relationship between persons that exchange greetings. Verbal greetings are generally short, fix linguistic expressions whose components usually cannot be additionally elaborated or substituted by some other element. However, our experience shows that greetings change and for only some inner linguistic factors. The paper discusses the results of two surveys. One survey was conducted in 2006 among high-school seniors in four Italian towns, located in geographically and linguistically different positions, who represented the young language speakers according to the scholars. Concerning greetings that being aged between 20 and 24, should not be treated as young others, but at the same time it is also a way to show attention toward a person greeted. By greeting we reveal a type of relationship (usually cordial) which exists between people as well as social status (formal or informal) between individuals or groups of people coming in contact with each other. Greetings can be verbal or non-verbal, and the choice between the two depends upon a series of factors, such as culture, situation and relationship between persons that exchange greetings. Verbal greetings are generally short, fix linguistic expressions whose components usually cannot be additionally elaborated or substituted by some other element. However, our experience shows that greetings change and for only some inner linguistic factors. The paper discusses the results of two surveys. One survey was conducted in 2006 among high-school seniors in four Italian towns, located in geographically and linguistically different positions, who represented the young language speakers. The second survey, dated in 2013, was done among students of two Italian Universities, one in the North and the other at the border between central and southern Italy, who, being aged between 20 and 24, should not be treated as young speakers according to the scholars. Concerning greetings that our examinees wrote into questionnaires, the descriptive analysis of the presented data, among other things, shows that these two groups do not differ so much as far as their social status is concerned (University students vs. high-school students), but for other reasons. Accordingly, we noticed that speakers of the same geographic origin and sex, even if they belong to different age groups, use same greetings.

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attitudes about the frequency of the waste separation practice compared with different economic activities on the island. It analyzes the practice of dealing with hazardous waste, organic waste and determines the reasons desegregation waste. The survey showed that 43% of respondents believe one of the four primary environmental protection is crucial for the development of tourism, while 57% are rated as important and other factors. Regarding pro-environment activities, proper waste management is the most represented in the restaurants (100%), then in the store and shops. In most business entities 72.2% are separating waste daily, while only 3.5% of subjects in which the waste is not separated at all. In the case of hazardous waste, 48.3% of companies that waste is disposed in the position. The reasons for the desegregation of waste research participants found, a small amount of waste, insufficient number of cans and containers, excessive distances cans and containers of waste generation, and emphasized the insufficient level of environmental awareness of employees. The incentives for waste separation respondents identified themselves objectionable, that fines companies for negligent behavior towards waste (42%) and in the allocation of a special character, quality companies that separation of waste. Participants were asked about satisfaction with the quality service utility company “Ponikve” and found that the waste management service with which most respondents very satisfied (39.8%) and medium satisfied. Dissatisfaction waste disposal is expressed by 12.5% of participants.

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Abstract: This paper analyzes the results of public opinion research conducted among Slovenes about neighboring Croats across ten perceptive categories. These results are compared with related categories from a 1995 public opinion survey, conducted as part of the research project „Attitudes and opinions of Central European nations about their neighbors: a contribution to the development of intercultural communication”. The research was conducted by Professor Mario Plenkovic on the attitudes and opinions of Slovenes about Croats. A comparative analysis of the results with those from 2015 showed that Slovenes evaluated neighboring Croats mostly positively in almost all of the measured categories, with the lowest scores being given in the categories of diligence and discipline, which is also associated with a perception of relatively high corruption that exists in relation to these categories. The categories in which greatest changes have occurred in the Slovenes’ opinions in the past 20 years indicate a modest trend of a change in perception: Slovenes perceive Croats as being slightly more political, cultured, professional and disciplined, but somewhat less communicative, diligent and still prone to corruption.
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Title: FREQUENCY OF USE OF THE INTERNET BY THE ELDERLY

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Key words: aging, Internet, social networks

Abstract: Introduction: Age and aging throughout history have been the subject of interest in the arts, literature and science. Philosophers associated age with wisdom and authority, doctors with the diseases and physiological changes that occur during the years, and gerontology in their theories wants to show age with all its advantages, including the effects of biological, psychological, social and economic factors in the aging process and age.

Objective: The frequency of using the Internet and social networks within the elderly.

Methods: The study used a part of the questionnaire which refers to the tendency of using different media.

Results: conducted research shows that older persons play an important role in developing stereotypes about the elderly, their attitudes and their behavior. In everyday life, they almost not use all types of media, especially new ones, such as the Internet and online social networks, but daily informing through local media and television is present, which has a major role in creating attitudes.

Conclusion: poor use of new forms of media such as the Internet and social networks may have been the result of worse economic situation and low education level of the elderly. In the future, changes in the educational status of the elderly are expected and, therefore, their interest in modern media choices.
EUROPEAN IDENTITY: MEDIA AND CULTURE

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Key words: nation, European Union, European identity, European culture, European media space

Abstract: Nation represents a form of political organization connected with modernity. National states had been building standard languages and educational systems in order to form national identification, since a state can hardly exist without some form of cultural closeness between its citizens. Without a common identity, a society is often divided and lacks solidarity. European Union was built on economical and political grounds; however it tries to forge a sense of common belonging and identity. As in the case of national integration, there are two possibilities – European identity based on the common culture, and European identity based on common political principles. The first type of identity is hard to forge, due to European cultural and linguistic diversity. The second type of identity can hardly form a basis of political community, and also can hardly be achieved due to non-existence of European media space and common public opinion. Therefore, the authors of this paper conclude that European Union is based on unstable grounds.