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*References:*27 *Tables:* 7 *Figures:* 3
Category: Original Scientific Paper
Title: COMMUNICATION IN THE ACADEMIC ENVIRONMENT AND ITS INFLUENCE ON ORGANIZATIONAL CLIMATE OF UNIVERSITIES
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Key words: perception, communication, academic environment, Czech universities

Abstract: 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.

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*References:*28 *Tables:* 6 *Figures:* 0
Category: Original Scientific Paper
Title: INTERNET SOCIAL NETWORKS, SOCIAL CAPITAL, AND POLITICAL PARTICIPATION
Author(s): Željko Pavić, Antun Šundalić
Affiliation: University of J.J. Strossmayer, Osijek, Croatia
Key words: social capital, Internet, political participation, political attitudes, survey research

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. Bearing in mind that social connections increasingly move from physical to virtual world, the main goal of this paper was to compare the impact of membership in civic organizations and membership in

online social networks on political participation and political attitudes. In order to test the research hypotheses, a field survey research on a sample of youth population between 18 and 35 years old (N=335) was conducted. The research brought mixed results, with neither online or offline social capital showing strong impact on political participation and political attitudes, even though in most cases online social capital was the stronger predictor. Thus, the authors conclude that internet ties have stronger impact on political phenomena when compared to classical civic associations.

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*References:*51 *Tables:* 0 *Figures:* 0
Category: Original Scientific Paper
Title: APORIAS OF INTERCULTURAL COMMUNICATION
Author(s): Marijana Šečić
Affiliation: College of Tourism and Management Konjic, Konjic, Bosna i Hercegovina
Key words: nationalism, intercultural communication, politics, media

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". 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.

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Language –of text: Croat. – *of Summary:* Croat.,Engl.
*References:*34 *Tables:* 6 *Figures:* 0
Category: Original Scientific Paper
Title: INTRAPERSONAL AND ANTHROPOLOGICAL INFLUENCE DIMENSION OF COMMUNICATION ON THE DYNAMIC AND STRESS BEHAVIOUR OF PROFESSIONAL ATHLETES

Author(s): Marijan Spehnrjak¹, Mario Plenković²

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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 sports and his communicative, social and anthropological 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.

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*References:*19 *Tables:* 0 *Figures:* 8
Category: Preliminary Communication
Title: CUSTOMER RELATIONSHIP MANAGEMENT IN HOTEL INDUSTRY
Author(s): Kristijan Mihajlinović
Affiliation: ETO d.o.o., Opatija, Croatia
Key words: CRM – Customer Relationship Management, customer, guest, satisfaction, loyalty, hotel industry, Benefits, management

Abstract: The changes, challenges and competition in the world market are bringing us back to traditional fundamentals of business and daily remind us that each business is based on customers. Age of products is behind us. A permanent change in the trend of globalization, many innovations are unstoppable and merciless. Today clients decision on buying is decisions which companies will survive, and which do not. That is why the struggle for each individual client and his loyalty become so important. The only company that observes and fulfills the wishes and needs of each individual client can survive in the market of today and tomorrow. A solution that is imposed is a quality system Customer Relationship Management - CRM. CRM is an old business concept that is becoming topical again today thanks to the technology that it enables and supports. In this sense, customer relationship management, has become one of the fundamental social and individual values that can foster, develop and affirm. It must become a way of thinking and living. Companies of the future must be based on knowledge, competence and personal characteristics and skills of managers that will create a positive business climate within the company and in its environment, and to encourage co-workers and business associates on creativity, innovation and teamwork.

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*References:*0 *Tables:* 1 *Figures:* 6
Category: Authors Review
Title: THE PERCEPTION OF THE PUBLIC ABOUT THE ROMA MINORITY IN THE FIELD MEĐIMURJE COUNTY

Author(s): Mihael Tomšić, Ljubica Bakić-Tomić

Affiliation: University North, Varaždin, Croatia

Key words: Roma, Croats, Medjimurje, 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 Međimurje 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 Međimurje County in the subject of the Roma minority. The results indicate that there is a gap in the relations between Croats and Roma in Međimurje 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.

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Category: Authors Review
Title: THE USE OF IDIOMS AND PARAPHRASE AS AN ELEMENT OF LINGUISTIC STRATEGY IN THE CONCEPT OF ADVERTISEMENTS IN CROATIAN BANKS
Author(s): Liljana Pavlović, Luka Pavlović
Key words: idioms, paraphrase, banking, advertising rhetoric, advertising message, advertising discourse, linguistic strategies
Abstract: This paper analyzes the use of idioms and idiom modifications, together with the paraphrase as an element of

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 implying 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.

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Category: Professional Paper
Title: EDUCATION AS A PRECONDITION OF FURTHER SUCCESSFUL TOURISM DEVELOPMENT
Author(s): 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, bureaucratized 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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*References:*2 *Tables:* 0 *Figures:* 7
Category: Professional Paper
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.