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*Language –of text:* Croat. *– of Summary:* Engl., Croat.  
*References:*30 *Tables:* 0 *Figures:* 0  
*Category:* Original Scientific Paper  
*Title:* CHANGES IN COMMUNICATION: VERBAL GREETINGS IN THE ITALIAN LANGUAGE  
*Author(s):* Vesna Deželjin<sup>1</sup>, Hana Klak<sup>2</sup>  
*Affiliation:* Faculty of Humanities and Social Sciences, University of Zagreb, Zagreb, Croatia<sup>1</sup>, Croatian Communication Association, Zagreb, Croatia<sup>2</sup>  
*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 only for 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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*References:*27 *Tables:* 0 *Figures:* 1  
*Category:* Preliminary Communication

**Title: THE NEW PARADIGM OF PARTICIPATORY COMMUNICATION AS A RESULT OF PARTICIPATORY CULTURE OF DIGITAL MEDIA**

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*Key words:* media communication, media audience, media content producers, gatekeepers  
*Abstract:* This paper researches the participatory culture in new media and information consumption regarding the phenomenon of social media, content communities (e.g., YouTube), social networking sites and blogs (e.g., Facebook), collaborative projects (e.g., Wikipedia), and virtual game worlds (e.g., World of Warcraft). All these applications have widened the concept of sharing, what has resulted with change of traditional media gatekeeper. The research approach is qualitative and exploratory in nature, as the aim is to develop a theoretical argument based model of information consumption in environment in which the information quality is challenged by many individuals who create and disseminate informations in digital environment. Primary findings are encompassed in the theoretical framework. Media fragmentation has led to fragmented dissemination of information and breakdown of traditional control structures, leading to amateur information dissemination.

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*Language –of text:* Croat. *– of Summary:* Croat.,Engl.  
*References:*15 *Tables:*3 *Figures:* 4  
*Category:* Preliminary Communication  
*Title:* THE PRACTICE AND THE CONDUCT OF BUSINESS ENTITIES IN WASTE SEPARATION ON ISLAND OF KRK  
*Author(s):* Zdenka Damjanić  
*Affiliation:* Faculty of Economics and Bussines, University of Zagreb, Zagreb, Croatia  
*Key words:* waste management, environmental protection, pro-environment activities, separation of waste  
*Abstract:* This article is a part of the results of the research project " Research on the practices and behavior towards environmental responsibility and waste disposal on the island of Krk " realized in collaboration with the municipal company „Ponikve“ on the island of Krk. The survey was conducted in September 2012., a sample of 88 economic entities operating in 14 places of the island of Krk. The survey was conducted by questionnaire, random subjects, and the answers to these questions are given by a person responsible for the disposal and waste management (owner, manager, employee ). It analyzes the attitudes of respondents about the importance of protecting the environment for tourism development , the impact of certain activities on the environment and to identify pro-environment activities carried out in such undertakings. It analyzes the attitude of the importance of environmental protection at the level of tourism and the impact that certain activities have on the environment of the island of Krk. Respondents provide an assessment of environmental effects on individual activities . It analyzes the practice of separating the waste in their own companies , and

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 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 carried out by 88.6% of firms, while the rational use of water practiced by 56% of firms, and the rationalization of electricity consumption by 80%. 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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*Language –of text:* Engl. *– of Summary:* Croat.,Engl.  
*References:*16 *Tables:*5 *Figures:* 2  
*Category:* Authors Review  
*Title:* INTERCULTURAL COMMUNICATION - IS PUBLIC PERCEPTION ABOUT CROATS CHANGING?  
 Attitudes and opinions about Croats in Slovenia  
*Author(s):* Anamarija Kirinić<sup>1</sup>, Mario Plenković<sup>2</sup>  
*Affiliation:* Presidents Office, Zagreb, Croatia<sup>1</sup>; Alma Mater Europaea – ECM & University of Maribor, Faculty of Electrical Engineering and Computer Science, Institute of Media Communications, Maribor, Slovenia<sup>2</sup>  
*Key words:* intercultural communication, cultural diversity, stereotypes

*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 Plenković 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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*Received:* 2015-08-02  
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*Page numbers:* 171-191  
*Language –of text:* Croat. *– of Summary:* Croat.,Engl.  
*References:*63 *Tables:*0 *Figures:* 0  
*Category:* Authors Review  
*Title:* EU RIGHT TO BE FORGOTTEN AND GLOBAL INTERNET: ENFORCEMENT OF DELINKING REQUESTS  
*Author(s):* Nina Gumzej  
*Affiliation:* Faculty of Law, University of Zagreb, Zagreb, Croatia  
*Key words:* right to be forgotten, Internet search engine, delinking, freedom of expression, privacy and personal data protection  
*Abstract:* The author examines material and procedural aspects of the CJEU's judgment on the right of individuals to seek under certain conditions that the search engine operator delists their personal data, *i.e.* links to third-party web pages containing that data, in results of search based on their name also in cases where content is lawfully published or not removed from the origin web page. Although often popularly referred to as „decision on the right to be forgotten“, that can be a misleading term since relevant data will not be erased from the Internet and remains available to search engine users using different search terms. According to available data citizens in the EU have been exercising the right to request delisting in accordance with the judgment to a great extent. However, numerous issues emerge in relation to its enforcement. Decision-making on individuals' request often includes a complex balancing of rights and interests on the Internet. Controversial issue today especially relates to the means of executing links removal, which determines a local (regional) or global effect of relevant individuals' right. This paper contributes to current and developmental research activities in relation to the judgment and enforcement of individuals' rights and duties of Internet search engines as interpreted therein. Further research in that direction will need to include concrete practice of search engine operators as those making the (first) decision on individuals' requests, and of competent supervisory bodies and courts supervising them, which is currently in development. On a more general level it can be said that the judgment establishes the grounds for extraterritorial regulation of relevant activities of Internet actors providing services on the European market, out of which a significant number with a prevailing share on that market is not established on the European territory. Consequently, further research of open issues relating to enforcement, in a global Internet environment, of rights and duties as interpreted in the judgment will also need to include analysis of relevant new EU framework (proposed General Data Protection Regulation) with a very wide scope as currently proposed, and which is at the moment (still) in legislative procedure.

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*Language –of text:* Engl. – *of Summary:* Croat.,Engl.  
*References:*32 *Tables:*0 *Figures:* 0  
*Category:* Authors Review  
*Title:* SEMANTIC AND INTEROPERABILITY PROBLEMS OF  
 CONTEMPORARY ARCHIVAL DESCRIPTIONS  
*Author(s):* Miroslav Novak  
*Affiliation:* Regional archives Maribor, Maribor, Slovenia  
*Key words:* semantics, on-line archival systems, archival  
 descriptions

*Abstract:* In archival theory and practice various on-line archival information systems are developed with different types of contemporary archival descriptions. Despite the fact that there are internationally accepted professional standards for archival description, in practice there are major discrepancies between realizations of descriptions and their standardized forms. The paper presents the results of analysis of more than 20 such systems. No significant differences are observed on technical-technological level, whereas on syntactic and semantic level many problems are identified. This causes some fundamental archival scientific problems. Among them is the question whether data structures of considered archival information systems are compatible with each other in the context of exchange of information on international level. Some indicators show that achieving this goal demands major interventions in individual archival information system and therefore has a direct negative impact on the cost of target record production.

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*Language –of text:* Engl. – *of Summary:* Croat.,Engl.  
*References:*9 *Tables:*1 *Figures:* 1  
*Category:* Professional Paper  
*Title:* FREQUENCY OF USE OF THE INTERNET BY THE  
 ELDERLY  
*Author(s):* Mirjana Telebuh<sup>1</sup>, Želimir Bertić<sup>2</sup>, Mateja Znika<sup>3</sup>, Damir Poljak<sup>4</sup>  
*Affiliation:* University of Applied Health Sciences; Zagreb, Croatia; Zdravstveno veleučilište, Zagreb, Hrvatska<sup>1</sup>; Public Health Institute of Bjelovar County, Croatia<sup>2</sup>; College of Applied Sciences „Lavoslav Ružička“, Vukovar, Croatia<sup>3</sup>; University North, Koprivnica, Croatia<sup>4</sup>  
*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.

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*Page numbers:* 204-215  
*Language –of text:* Engl. – *of Summary:* Croat.,Engl.  
*References:*9 *Tables:*1 *Figures:* 1  
*Category:* Professional Paper  
*Title:* IS THE HOTEL FOR THE ELDERLY THE NEED OF  
 SLOVENIAN TOURISM?  
*Author(s):* Mateja Brezner-Stegne  
*Affiliation:* Alma Mater Europaea - European Cente Maribor, Maribor, Slovenia

*Key words:* hotel for the elderly, elderly, offer, services, needs  
*Abstract:* This article highlights the answer to the question »Is the hotel for the elderly the need of Slovenian tourism?« Nowadays, it is clear that the familiarization with the needs and understanding of the behaviour of a consumer – an elderly customer – contributes to higher business success, therefore to better and less risky business decisions at all levels of the organisation. The proportion of elderly population is growing; elderly people are a heterogeneous group of people who differ one from another according to their health and functional status, personal characteristics as well as their socio-economic situation. Although a group of elderly people can be quite heterogeneous, it is, however, important to take into consideration some of their characteristics, which have to be adapted to their needs. According to the raising of the retirement age, hotels for the elderly have to offer services to people aged 50 and above, which means that such hotels should not sell vacation arrangements to people younger than 50 years, ensuring the peace required for the elderly. Using a qualitative study, namely a survey questionnaire, we evaluated whether the elderly wanted a hotel which would offer services for people aged 50 and above only; what kind of service they would want and under what conditions they would choose such a hotel. This is a relevant contribution, since it scientifically highlights the understanding of elderly passengers, taking into account their needs and expectations in using tourist services.

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*References:*25 *Tables:*0 *Figures:* 0  
*Category:* Professional Paper  
*Title:* EUROPEAN IDENTITY: MEDIA AND CULTURE  
*Author(s):* Željko Pavić, Marina Đukić, Mirta Bijuković Maršić  
*Affiliation:* Josip Juraj Strossmayer University, Osijek, Croatia  
*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 spolitical 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.