Croatian Public Relations Terminology – Overview and Guidelines for Terminological Regulation[1]

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Abstract

In this paper, the authors give an overview of Croatian terminology in public relations and point out its functional stratification and the need for its regulation, for which they present specific guidelines. Using examples of synonymous pairs and sequences in public relations terminology currently used in Croatia they demonstrate in detail the application of basic and supplemental principles of terminology standardization and explain the criteria based on which a certain term is given precedence over another or others in the terminology standardization process. In the final chapter guidelines are provided for the compilation of a relevant, corpus-based and normative public relations dictionary conceptualized in line with topical e-lexicography criteria in relation to specialized (terminology) dictionaries. The appendix to this paper contains a brief normative monolingual Croatian public relations dictionary.

Keywords: Croatian language, public relations terminology, terminology standardization, professional jargon, terminological dictionary, e-terminography

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1. Introduction

As of 1 July 2013, Croatian became the 24th official language of the European Union. This fact encompasses the obligation that various regulatory texts are translated into Croatian, which implies that the Croatian language has professional terms in place for all fields. As a result, particular attention is paid in Croatia to regulating professional terminology, particularly the terminology of those professions whose terminology has not been regulated so far because of their relative newness in Croatia. The regulation of professional terminology is backed and supported financially by the Croatian Science Foundation within the framework of the *Struna* (*Hrvatsko strukovno nazivlje*) project that is being implemented at the Institute of Croatian Language and Linguistics, the institution coordinating the project. Within the framework of this project, the terminology of 27 professions has been or is being regulated.[2]

That the specific circumstances of Croatian professional terminology have been clearly recognized in the Croatian academic community is also evidenced by the fact that in the first round of a tender for the financing of research and installation research projects in 2013 the Croatian Science Foundation accepted applications exclusively in English. Subsequently, following requests by the academic community, applications have to be submitted both in Croatian and English, which is extremely important in light of the need for paying greater attention to the establishment of Croatian professional terminology. The new Rulebook on Awarding of Academic Titles (*Pravilnik o izboru u znanstvena zvanja*) published in March 2017 prescribes that applicants for academic titles must have published at least one paper in Croatian to be awarded the title research associate and for each higher title one paper in Croatian published after the last title awarding.[3] The great need for the regulation of professional terminology at this point is also evidenced by the frequent inquiries by Croatian translation services in Brussels and Luxemburg submitted almost daily to linguistic experts at the Institute of Croatian Language and Linguistics and

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2   The terminology of the following fields has been or is being regulated: anatomy and physiology, antique archeology, anthropology, stone age archeology, marine engineering, wood technology, pharmacology, phytomedicine, physics, genetics, construction, hydraulics and pneumatics, cartography and geoinformatics, chemistry, chemical and laboratory terminology, corrosion and material protection, mathematics, musicology, ophthalmology, paleontology, polymers, maritime studies, EU law, dentistry, machine elements, military terminology, aeronautics.

3   "(14) To be awarded the academic title research associate, applicants must have published at least one scientific paper in standard Croatian, to be awarded each higher title, applicants must have published at least one scientific paper in standard Croatian afer the last title awarding." (Rulebook on Awarding of Academic Titles)

professional communities. A noticeable number of inquiries pertains to public relations. The need for terminology regulation has been pointed out in papers by experts of various professions, e.g. in the field biomedicine:

> "The European policy of official multilingualism is unique in the world and actively encourages people to speak and write in their own language (1-3). Nonetheless, new terms and terms of foreign origin are uncritically entering certain languages every day, particularly languages of less populated nations. This happens both in the standard Croatian language and the language of individual professions. Numerous conditions have to be met for a language to achieve internationally recognized status, and one of the fundamental conditions is a systematically established professional terminology for individual professions. An indifferent approach towards establishing Croatian terminology and the uncritical acceptance of loanwords and other word borrowings systematically endangers the survival of the Croatian language and thus its international status." (Vodanović, Ostroški Anić, 2013, p. 639)

It is important to point out that when speaking about the Croatian language and the need to regulate Croatian professional terminology we are actually speaking about all languages and their professional terminology because everything we said about Croatian also applies to all other languages, particularly those languages that are the official languages of European Union member states. The need to regulate public relations terminology was clearly recognized at the end of the first decade of the 21st century in Slovenia: "Without Slovenian terminology, as has already been noted, Slovenian public relations would simply not exist." (Kalin Golob, Logar Berginc, 2008). On the website http://www.termis.fdv.uni-lj.si/files/Slovene_Terminologies.pdf the head of a project to compile a text corpus for public relations terminology for the Slovenian language (more on this in item 5 hereof) Nataša Logar replies to the question "What would you say has been the driving force behind this project?" as follows: "In 1998, a leading Slovenian expert on public relations, and a colleague on the project, Dejan Verčič wrote: 'Language is the basic tool of any profession. It is impossible to think without it, or even communicate. Until it is possible to think and communicate about public relations in the Slovenian language, it will be difficult to speak about Slovenian public relations. As long as we do not have our own language to talk about

a discipline, then in a sense, we still do not have our own discipline.'"

Another reason why it is important to regulate professional terminology is the fact that one of the fundamental tasks of every standard language (including Croatian) is to fulfill all the functions a language has in society and that the regulation of professional terminology is an indicator of the regulation of the standard language. The terminology of many older professions has been systematically regulated since the 19th century (Horvat, Hudeček, Mihaljević, 2016). One area in which Croatian terminology has not been systematically regulated and standardized is public relations.[4]

1.1. Synonymy in Terminology

With the entry of a new concept in a profession, its name enters professional communication, usually in the language of the country in which the concept and its name emerged; in our time and cultural circle this usually means English terms. Frequently, efforts are made parallel with the entry of a loanword or shortly after the beginning of its use to establish a native term, which often results in the creation of several synonymous native terms due to the uncoordinated activities of different expert groups or experts, and thus synonymous pairs or several different terms emerge. Synonymy is extremely undesirable in terminology as communication among experts must be fully unambiguous. Every mathematician, for example, knows the meaning of the term *dužina* (line segment) and the meaning of the term *duljina* (length). Professionally, these terms are precisely defined and cannot be interchanged, although they are synonyms in the general language, where, for example, both *dužina kaputa* and *duljina kaputa* can be used (both refer to the length of a coat). Twenty years ago, the terms *prijenosno računalo, prijenosnik, laptop* and *krilovnik* were used in Croatian for the same thing, i.e. a laptop. The recommended term in such sequences or pairs is selected through the application of terminological principles as well as collaboration between experts from the relevant profession and linguist terminologists. The role of terminologists is important as the recommended term cannot violate the rules of the Croatian standard

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4 On 3 May 2006, the colloquium Communication Science: Scientific Branches and Terminology, which was organized by the Communications Department of the University Department of Croatian Studies, was held, and a collection of papers from the meeting was published in 2007. At this colloquium, numerous communication terminology problems were pointed out, but it has remained the only attempt by communication experts and terminologists to talk about this topic (Hudeček, Mihaljević, 2007).

language (orthographical, phonological, morphological, syntactical, formative and lexical rules) nor the rules of the scientific functional style of the Croatian standard language (e.g. the status of metaphorical terms in English and Croatian terminology differs – while metaphorization is a regular phenomenon in the former, it is usually avoided in the latter). Sometimes a terminologist will recommend a completely different term if the proposed Croatian term does not comply with the rules of the Croatian standard language or if only the English term is in use and no Croatian equivalents have been established. In the end, however, experts have the final word. In the above case, terminologists deemed the terms *prijenosno računalo* and *prijenosnik* to be more acceptable from a linguistic aspect, and out of these two options experts then chose the term *prijenosno računalo*. Only collaboration between terminologists and experts from the profession in question can lead to the selection of a linguistically correct term that is acceptable to experts.

1.2. Unofficial and Official Communication: Jargon and Professional Terminology

Every profession has its own jargon (Halonja, Mihaljević, 2012). It is important to note that the terminology used in jargon does not belong to standard language. It belongs solely to unofficial, informal, casual communication, i.e. it has no place in laws and regulations, textbooks and academic papers or in any form of official communication. Today, the professional jargon of almost any profession frequently contains anglicisms with different degrees of adaptation to the Croatian language. They may be orthographically and phonologically unadapted and pronounced and spelled as in the English language (e.g. *pitch*, *follow-up*, *case-study*, *web*, *e-mail*) or orthographically and phonologically adapted to the Croatian language (e.g. npr. *mejl* (< *mail*), *masmedija* (< *masmedia*), *menadžer* (< *manager*), *imidž* (< *image*)). In both cases they are adapted grammatically to the Croatian language as they possess its morphological characteristics, e.g. case markings (N *pitch*, G *pitcha*, D *pitchu…*, N *mejl*, G *mejla*, D *mejlu…*) and derivatives thereof are formed in accordance with Croatian language rules, e.g. *mejlati*, *trigerirati*, *PR-ovac*, *presica.* Two-word jargon terms often adhere to the rules of English and not Croatian syntax, even when part of the expression is in Croatian (e.g. *follow-up aktivnosti*, *web-stranice*, *media lista*). Public relations jargon also contains Croatian verbs in conjunction with additions typical for the English language, e.g. *komunicirati što* used

as follows: *Moramo odlučiti kako ćemo to komunicirati zaposlenicima*. (We must decide how to communicate this to employees.) According to the syntax of the Croatian standard language, this verb can only be used in the instrumental case in Croatian: *komunicirati s kim* (to communicate with somebody), so if used in above sense, a different verb should be used as follows: *Moramo odlučiti kako ćemo to prenijeti zaposlenicima / kako ćemo o tome obavijestiti zaposlenike.* The terms *mejlati*, *iskomunicirati* and *presica* are used, for example, in the message: *Molim te, mejlaj mi upute kako da to iskomuniciram na presici*; they belong to jargon terminology and should not be used in official communication, in an administrative and scientific style, nor in most texts written in a journalistic functional style.

Table 1. Professional jargon and professional term

Professional jargon	Professional term
mejlati	poslati (e-)poruku (*engl.* to mail, to send an e-mail)
iskomunicirati	prenijeti (što) / obavijestiti (o čemu) (*engl.* to convey sth. / to inform about sth.)
presica	konferencija za novinare (*engl.* press conference)

2. Synonymous Pairs and Sequences in Croatian Public Relations Terminology

Croatian public relations terminology contains numerous synonymous pairs and sequences, and sometimes three different authors use three different terms in their papers to describe the same concept. Often the same author uses differing terms in the same text part to refer to the same concept. We already pointed out that synonymy is extremely undesirable in terminology. Here are some of the many synonymous sequences and pairs in today's public relations terminology[5]:

- B2B – business to business – komunikacija posao – posao, komunikacija među tvrtkama, komunikacija među poslovnim subjektima
- brand – brend – robna marka
- branding – brending – brandiranje – brendiranje

- case study – studija slučaja – analiza slučaja
- community management – upravljanje profilom (tvrtke) na društvenim mrežama
- društveno odgovorno poslovanje – društvena odgovornost poduzeća (različito razvezivanje pokrate DOP)
- evaluacija – vrednovanje – vrjednovanje
- event – događaj – događanje
- Facebook profil – Fejsbuk profil – profil na Facebooku
- follow-up aktivnosti – aktivnosti slijeđenja – slijedne aktivnosti – follow-up – folouap – slijeđenje
- interna komunikacija – unutrašnja komunikacija – interno komuniciranje – unutrašnje komuniciranje (u pravilu samo: vanjska komunikacija – vanjsko komuniciranje)
- interno glasilo – unutrašnje glasilo (u pravilu samo: vanjsko glasilo)
- kanal komunikacije – komunikacijski kanal
- klasificirana informacija – povjerljiva informacija
- komunikacijski plan – plan komunikacije
- masovni mediji – mediji masovne komunikacije – mediji masovnog komuniciranja – masmediji – masmedija
- media list – media lista – adrema – medijska lista – lista medija – medijski popis – popis medija
- mrežni odnosi s javnošću, internetski odnosi s javnošću, online public relations, online PR, e-PR
- PR, odnosi s javnošću
- PR agencija, piarovska agencija, agencija za odnose s javnošću
- press-konferencija, presica, konferencija za novinare, novinska konferencija, konferencija za medije
- press release – objava za medije – medijska objava
- target – ciljna skupina – ciljana skupina
- trening – radionica – tečaj – edukacija
- web stranica, web-stranica, Internet-stranica, internet-stranica, Internet stranica, Internet stranica, internetska stranica, e-stranica, mrežna stranica[6].

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6 These terms are used as synonyms even though they are not synonyms since *mreža* (Web) and *internet* (Internet) do not have the same meaning.

3. Terminological Principles and Their Application to Public Relations Terminology

Terminologists standardize terminology, i.e. they give preference to a certain synonymous pair or sequence over another pair or sequence, in accordance with these fundamental terminological principles[7]:

1. Native terms take precedence over foreign terms (e.g. *robna marka* over *brand/brend*, *analiza/studija slučaja* over *case study)*.

2. Terms must be adapted to the Croatian standard language, then such terms take precedence over unadapted terms (e.g. *regulativna/regulacijska agencija* over *regulatorna agencija*).

3. Terms take precedence over other synonymous terms if they correspond to the concept they were assigned to and reflect their place in the conceptual system (precedence will be given, for example to the term *unutrašnja komunikacija* over the term *interna komunikacija* because only the term *vanjska komunikacija* is used, not *eksterna komunikacija*).

In addition to these key terminology standardization principles, which will be further discussed hereinafter, the following additional rules, which will only be mentioned here, are also applied in terminology standardization:

4. Latin or Greek terms take precedence over terms from a modern foreign language (e.g. *multimediji* over *multimedija*, *donator* over *donor*, *curriculum vitae* over *CV*, *licencija* over *licenca*). It is important to note that Croatian terms, if any, take precedence over those borrowed from Latin, so instead of the terms *curriculum vitae* or *licencija* it is better to use životopis and *ovlasnica*.

5. More widely used terms and terms more acceptable to users take precedence over less widely used terms. Based on this rule preference is given, for example, to the term *preslika* over the term *preslik* (both words were formed properly: the word *preslika* from the noun *slika*, the word *preslik* from the verb stem *slik*).

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7 The terminological principles and their application are explained and accompanied by examples in Hudeček, Mihaljević, 2012 and in works by these authors on terminologies of many professions (see literature). Terminological standardization in the *Struna* project is also done according to the rules presented in this rulebook, which was compiled for the purpose of this project.

6. Shorter terms take precedence over longer ones (e.g. *audiomediji* over *auditivni mediji*, *infografika* over *informativna grafika*).

7. Terms that can more easily be used as bases for derivatives take precedence over those where derivatives are not possible (*primatelj obavijesti* over *primalac obavijesti*, *rukovoditelj* over *rukovodilac*; because nouns ending in *-telj* can be used as a basis for the feminine counterpart such as *primateljica obavijesti, rukovoditeljica*, which is not possible with nouns ending in *-lac*).

8. It should be avoided that terms within the same terminology system have several meanings (the abbreviation DOP can stand for both *društveno odgovorno poslovanje* and *društvena odgovornost poduzeća*; MSP can stand for both *mala i srednja poduzeća* and *malo i srednje poduzetništvo*; although these meanings are close, abbreviations in a given profession should always have the same meaning).

9. Terms should not be modified without a valid reason. This rule applies only to established and properly formed terms of the Croatian language.

It is important to emphasize that not all principles are of equal significance and that rules 1, 2 and 3 are superordinated to the others. This means that, in many cases where a shorter English and a longer Croatian term are given, rule 6 cannot be applied. It can only be applied, like the other rules besides the mentioned three, if it does not violate these rules. There are plenty of Croatian terminology dictionaries, but only few of them establish relations between words in a synonymous sequence. This, however, is necessary because the information most often sought by dictionary users is information as to which of the synonymous terms in use are recommended. For this reason, the terminology base *Struna* has categories clearly indicating which term is recommended (usually appears as a headword) and which terms are in use but not recommended (as non-recommended terms).

4. Examples of the Application of Select Terminological Principles to Public Relations Terminology

4.1. Rule 1: Native terms take precedence over foreign terms.

Given the significant representation of anglicisms in Croatian public relations terminology, it is very easy to find examples. A few anglicisms and proposed standard-language substitutions are provided below.[8]

Table 2. Anglicisms in public relations terminology and their Croatian equivalents

Anglicism	Croatian term
B2B	komunikacija posao – posao
Brief	sažetak
briefing/brifing	sastanak za novinare
community relations	odnosi sa zajednicom
Crowdfunding	masovno financiranje
Event	događanje
Feedback	povratna informacija
flyer/flajer	letak
impact factor/factor	čimbenik utjecaja
in-house magazine/newsletter/glasilo	unutrašnje glasilo
issue management	upravljanje ključnim temama
kick-off sastanak	uvodni/početni sastanak
media list/lista	popis medija
news/press release	priopćenje za medije
off the record	neslužbeno
online public relations, online PR, e-PR	mrežni odnosi s javnošću, internetski odnosi s javnošću
opinion maker	oblikovatelj javnoga mišljenja
pitch	prodajna/natječajna prezentacija
public relations, PR	odnosi s javnošću
target	cilj, ciljna skupina

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8 Substitutes for anglicisms used in Croatian are proposed on the portal *Bolje je hrvatski* on the website *bolje.hr*. Some of the suggestions in below table can also be found on this interactive portal.

When replacing high-frequency anglicisms it is a common concern amongst experts whether message recipients or text readers will understand standard-language terms, as opposed to jargon/English terms, where experts are aware that they might not be the best choice in terms of terminology but they ensure unambiguous communication. It is recommended that in such cases a standard-language term is established and used and should such concerns be given, the English term is stated in brackets when initially using the standard-language term to ensure that the message is fully comprehensible to recipients.

4.1.1. In the above examples, the anglicisms are easily recognized. Anglicisms in the terminology of some professions, however, are not as easily perceived by experts from the profession. This happens very frequently in the following two cases:

1. when false friends are involved and

2. when the terminological rule is violated that, when borrowing is necessary, only the base word is borrowed from the foreign language and its derivatives are formed in accordance with the rules of the language into which the word is being borrowed.

4.1.1.1. The expression "false friends" denotes pairs of words from different languages that sound and/or are spelled alike but have a different meaning (Lewis, 2016). There are many terms in Croatian professional terminology that are false friends of foreign, primarily English terms. Such terms do not belong to professional terminology. False friends are very often the result of the misunderstanding that one loanword corresponds to one Croatian word, e.g. that the only equivalent of the English word *training* is the word *trening* in Croatian and that *training* is always translated as *trening,* regardless of context. This, however, is not the case. The word *training* needs to be translated into Croatian as either *trening* (exclusively in a sports context, including the terms *trener*, *trenerica*, *trenirati*, *trenirka)* or as *radionica*, *tečaj* or *izobrazba.* The same applies to the following terms: it is incorrect to always translate *communication* as *komunikacija* because in English this term also denotes advertising materials or to translate *character* as *karakter,* as often the correct translation is *znak; classified information* should never be translated as *klasificirana informacija*, only as

povjerljiva informacija; *social network* is in principle *društvena* and not *socijalna*[9] *mreža*; in many contexts, especially in relation to public relations, *application* and *to apply* should be translated as *prijava* or *prijaviti se* and not as *aplikacija* or *aplicirati.* In Croatian, the word *aplikacija* means 1. primjena, 2. računalni program, 3. nanošenje kakva materijala na drugi, 4. ono što je na što (odjeća, stolnjak itd.) našiveno (Barbarić 2015).

English terms used in public relations must hence be translated depending on the context as one of the two stated Croatian equivalents and not as an equivalent that is pronounced and/or spelled similar to the English term:

training > 1. trening, 2. radionica/izobrazba (medijski trening > radionica iz odnosa s medijima, izobrazba za odnose s medijima)

communication > 1. komunikacija, 2. reklamni oglas (stolna komunikacija > stolni reklamni oglas)

character > 1. znak, 2. karakter (osam karaktera > osam znakova)

social network > 1. socijalna mreža, 2. društvena mreža (Facebook je socijalna mreža. > Facebook je društvena mreža.)

application > 1. aplikacija, 2. prijava (aplikacija na natječaj > prijava na natječaj)

to applicate > 1. aplicirati, 2. prijaviti se (aplicirati na natječaj > prijaviti s ena natječaj)

classified > 1. klasificiran, 2. povjerljiv (klasificirana informacija > povjerljiva informacija)

scene > 1. scena, 2. mjesto (scena događanja > mjesto događanja)

4.1.1.2. In public relations terminology the rule that derivatives of loanwords are derived in accordance with the formative rules of the language into which the word is borrowed (language of the recipient) and not borrowed from the language from which the base word was borrowed (language of the donor) is frequently violated (Hudeček, 2016). Thus, in Croatian, for example, the adjective *institucijski* (*institucij* + *ski*) is formed from the loanword

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9 In Croatian, the term *socijalni* is not equivalent to the term *društveni*. *Socijalni* refers to "koji se odnosi na zaštitu životnoga standarda (which refers to the protection of a living standard)" (*socijalna politika, socijalni rad, socijalni radnik*).

institucija, while the adjective *institucionalni* is borrowed from English. Such borrowing of derivatives is not supported by the rules of the standard Croatian language and undesirable in either general language or professional terminology. Below are some examples of such borrowing in public relations (Table 3) and examples of the most common collocations with the wrongly established Croatian adjectives (Table 4).

Table 3. Examples of wrongly established Croatian adjectives

English adjective	Wrongly established Croatian adjective	Correctly formed Croatian adjective
institutional	institucionalni	institucijski
regulatory	regulatorni	regulativni/regulacijski
corporate	korporativni	korporacijski
promotive	promotivni	promocijski
viral	viralni	virusni
distributive	distributivni	distribucijski

Table 4. Most common collocations with the wrongly established Croatian adjectives

Wrong	Correct
korporativna društvena odgovornost; **korporativne** komunikacije; **korporativni** identitet, imidž, lobi, marketing, medij, odnosi s javnošću, PR, pravnik, razvoj, sektor, sustav, vizualni identitet	**korporacijska** društvena odgovornost; **korporacijske** komunikacije; **korporacijski** identitet, imidž, lobi, marketing, medij, odnosi s javnošću, PR, pravnik, razvoj, sektor, sustav, vizualni identitet (*engl.* corporate)
promotivna akcija, kampanja; **promotivni** letak, materijal, plakat, prostor, spot, video	**promocijska** akcija, kampanja; **promocijski** letak, materijal, plakat, prostor, spot, video (*engl.* promotional)
institucionalni okvir, razvoj, mehanizmi; **međuinstitucionalni** program, sporazum, sukob, odnosi, sastanak, dogovor	**institucijski** okvir, razvoj, mehanizmi (*engl.* institutional); **međuinstitucijski** program, sporazum, sukob, odnosi, sastanak, dogovor (*engl.* inter-institutional)
regulatorna agencija; **regulatorni** okvir, alati, sustav; **regulatorno** tijelo	**regulativna** agencija; **regulativni** okvir, alati, sustav; **regulativno** tijelo (*engl.* regulatory)
distributivna mreža, **distributivni** kanal	**distribucijska** mreža, **distribucijski** kanal (*engl.* distribution)
viralni hit, marketing, sadržaj, video	**virusni** hit, marketing, sadržaj, video (*engl.* viral)

4.1.1.3 Abbreviations

Abbreviations such as PR, OSJ, DOP, B2B and B2C can be frequently found in public relations terminology. Abbreviations taken over from a foreign language, which are usually composed of the beginning letters of several words, can be dealt with in the following three manners:

1. Use the Croatian abbreviation, if given (e.g. *OSJ* instead of *PR*, *DOP*[10] instead of *CSR*).

2. If there is no Croatian abbreviation, use the Croatian term (e.g. životopis instead of *CV*, *izrezak iz tiska* instead of *PC* (press clip), *komunikacija posao – posao* instead of *B2B*).

3. In exceptional cases, a foreign abbreviation is taken over, provided that it is widely used and generally recognized in the profession.

Casually compiled abbreviations such as *od.s.jav.* have no place in professional terminology or business communication.

4.2. Rule 2: Terms adapted to standard Croatian take precedence over unadapted terms.

Given that terminology is an indicator of the stability of a standard language, it must be fully in accordance with its rules on all levels. In the application of this rule, the role of a linguist terminologist ensuring that the recommended term conforms to all rules of the standard language is essential. Below are a few examples of public relations terms violating a standard language rule (orthographical, phonological (Table 5), morphological, formative (Table 6), syntactical or lexical (Table 7)) and the correct term.

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10 Explain, also mention MSP.

Table 5. Public relations terms violating orthographical and/or phonological rules

Orthographical level		Phonological level	
Wrong	**Correct**	**Wrong**	**Correct**
audio-mediji	audiomediji (*engl.* audio media)	projekat	projekt (*engl.* project)
audio-vizualne komunikacije	audiovizualne komunikacije (*engl.* audiovisual communication)	vizualan	vizualan (*engl.* visual)
info-grafika	infografika (*engl.* infographics)	promocijski matrijal	promocijski material (*engl.* promotional material)
management	menadžment (*engl.* management)	men**a**džment	m**e**nadžment (*engl.* management)
fax	faks (*engl.* fax)	dizkurs	diskurs (*engl.* discourse)
TV-prijenos	TV prijenos (*engl.* TV broadcast)	kazeta	kaseta (*engl.* cassette)
Facebookovac	fejsbukovac (*engl.* Facebook user)	e-objava, čitanje: [i objava]	e-objava, čitanje: [e objava] (*engl.* e-publication)

Table 6. Public relations terms violating morphological or formative rules

Morphological level		Formative level	
Wrong	**Correct**	**Wrong**	**Correct**
odnosi s javnostima	odnosi s javnošću (*engl.* public relations)	elektronska komunikacija	elektronička komunikacija, e-komunikacija (*engl.* electronic communication, e-communication)
nazivlje OSJ	nazivlje OSJ-a (*engl.* PR terminology)	Iskopirati	kopirati (*engl.* to copy)
		iskomunicirati (što)	prenijeti (što), obavijestititi (koga o čemu) (*engl.* to convey sth., to inform sb. about sth.)
videjima	videima (*engl.* videos)	OSJ su	OSJ je (*engl.* PR is)
mrežna stranica tvrtke	mrežne stranice tvrtke (*engl.* company website)	komunikacijsko-kulturni	komunikacijskokulturni (< komunikacijska kultura) (*engl.* communication culture)
sadrže	sadržavaju (*engl.* contain)	komunikologica	komunikologinja (*engl.* communicologist)

Table 7. Public relations terms violating syntactical or lexical rules

Syntactical level		Lexical level	
Wrong	**Correct**	**Wrong**	**Correct**
Facebook/ Fejsbuk profil	profil na Facebooku (*engl.* Facebook profile)	cyber-novinarstvo, kibernetičko novinarstvo	kibernovinarstvo (*engl.* cyber journalism)
Google anketa	anketa na Googleu, Googleova anketa (*engl.* Google survey)	Lista	popis (*engl.* list)
komunicirati što	komunicirati s kim, prenijeti što (*engl.* to communicate with sb., to convey sth.)	LCD displej	LCD
kontakt-program	kontaktni program (*engl.* contact program)	prime time termin	udarni termin (*engl.* prime time)
korporacijski predsjednik	predsjednik korporacije (*engl.* president of corporation)	SMS poruka	SMS
Sistem administrator	administrator sustava (*engl.* system administrator)	web-stranica	mrežna stranica (*engl.* website)
OSJ su	OSJ je (*engl.* PR is)	print mediji	tiskani mediji (*engl.* print media)

4.3. Rule 3: Terms take precedence over other synonymous terms if they correspond to the concept they were assigned to and reflect their place in the conceptual system.

According to this rule, all terms should be standardized by taking into account the terms associated with it in a cohyponymous relationship, i.e. terms which are on the same hierarchical level and which have the same hypernym, and its antonyms. An example of this is *odnosi s javnošću – odnosi s medijima – odnosi sa zajednicom*. In public relations, the synonymous expressions *unutrašnja komunikacija* and *interna komunikacija* are used, but usually only the expression *vanjska komunikacija* is used, not *eksterna komunikacija.* According to rule 1 of terminological standardization, preference should be given to terms containing the native words *unutrašnji* and *vanjski,* which is additionally reinforced by the

fact that the expression *eksterna komunikacija,* which would be the appropriate antonym to the expression *interna komunikacija,* is not used. Precedence would also be given to the adjective *unutrašnji* in other expressions in which equivalent terms are used containing the adjectives *interni/unutrašnji*, e.g. *unutrašnji stručnjaci za odnose s javnošću* (i *vanjski stručnjaci za odnose s javnošću*), *unutrašnja javnost* (i *vanjska javnost*), etc.

5. Guidelines for Regulating Public Relations Terminology

We already mentioned that there are many terminological dictionaries providing synonymous terms while failing to answer frequent inquiries by experts, translators and proofreaders as to which of the synonymous terms stated in the dictionary are best used, although this is the most frequently posed terminology-related question. For this reason, every profession, including public relations, must develop during the systematization of its terminology a normative terminological dictionary for the profession in question. The development of such a dictionary requires the collaboration of experts and terminologists, including a computer expert as lexicography nowadays practically equates to e-lexicography, and every relevant dictionary must be corpus-based and compiled in line with topical e-lexicography/e-terminography knowledge that includes the use of advanced corpus search tools such as SketchEngine and dictionary-making programs facilitating its maintenance and upgrading as well as easy migration to websites. Therefore, the aim of all efforts to regulate public relations terminology should be to develop a terminological dictionary for the profession in question through the following stages:

• Gathering of a team that will necessarily include a public relations expert and terminologist as well as a computer expert and establishment of material prerequisites for the making of a dictionary

• Compilation of an easy-to-search (thematized) corpus of texts dealing with public relations (textbooks, academic papers, legal texts, rulebooks, etc.)

• Selection of a corpus search tool, a dictionary-making program, drawing up precise instructions for lexicographic terminology processing

- Creation of a corpus-based normative e-dictionary that can be continually updated and expanded.

In Slovenia, the TERMIS project, within the framework of which the KoRP corpus of public relations texts was compiled, was concluded in 2007 and the Termania[11] database available at http://www.termania.net/[12] was established between 2011 and 2013. In the conclusion of the paper *Terminologija odnosa s javnošću u slovenskome jeziku* (Public Relations Terminology in the Slovenian Language) those who participated in the project, which was led by Nataša Logar, PhD, state as follows: "On the example of the TERMIS project, within the framework of which a dictionary for Slovenian public relations terminology was created, we tried to show how it is possible to respond to two challenges the Slovenian (and Croatian) language is facing: at a time when it is necessary to internationalize professions and when their responsible holders must open up internationally for the full functionality of the national language, it should be fully supported digitally using the tools provided by digitalization. (…) Current and future professional linguistic sources will only reach the middle-aged, younger and young generations if they are available online free of charge, if they are modern and regularly updated and if they provide quick answers to current terminological concerns…"

6. Small Public Relations Dictionary

In this small dictionary, which serves as an example of how to regulate normative relations amongst synonymous pairs, the > symbol is used to indicate terms used in professional jargon (often an English word or expression) and the relevant term in standard Croatian. Apart from the standard-language terms (those behind the > symbol), English terms are provided as well to ensure their uniformity and facilitate translation from Croatian into English and vice versa, synonymous terms that are part of professional jargon (marked with žarg.) and the definition of meaning. This small dictionary does not contain examples of use or descriptions of the semantic relations between the terms, which would be useful in a bigger dictionary.

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11 More than 50 public relations experts and the Public Relations Society of Slovenia participated in the making of this database, while the *Public Agency of the Republic of Slovenia for Research Activity* recognized the value of this project and supported it financially.
12 More information on the TERMIS project is available on the portal http://www.termis.fdv.uni-lj.si/.

B2B (*eng*. business to business) > komunikacija posao – posao

B2C (*eng*. business to customer) > komunikacija posao – potrošač

briefing (za novinare) > sastanak za novinare

brief > sažetak

copywriting > oglašivačko pisanje

događanje (*eng*. event) događaj kojemu je cilj promocija ili predstavljanje određene teme, organiziran kao svečanost, natjecanje, konferencija, festival, politički, zabavni ili sportski događaj

donacija (*eng*. donation) dar u obliku novca, usluga, predmeta, humanitarne ili medicinske pomoći koji daju fizičke ili pravne osobe za određenu, uglavnom dobrotvornu, svrhu

društveno odgovorno poslovanje (DOP) (*eng*. corporate social responsibility, CSR) poslovanje koje uključuje društvene obveze tvrtke i njezinu odgovornost prema okolišu i zajednici u kojoj posluje, a zadatak je odnosa s javnošću učinkovita komunikacija koja izgrađuje korporacijsku odgovornost i pridonosi jasnomu poslovanju

evaluacija > vrednovanje

event > događanje

interne komunikacije > unutrašnje komunikacije

interno glasilo > unutrašnje glasilo

issue management > upravljanje ključnim temama

izobrazba za odnose s medijima (*žarg*. medijski trening) (*eng*. media training) obuka za odnose s različitim vrstama medija i novinarima te držanje prezentacija budućim klijentima

javni poslovi, lobiranje (*eng*. public affairs, lobbying) aspekt odnosa s javnošću koji uključuju odnose s vladinim ili nadležnim ustanovama ili njihovim poluslužbenim organizacijama u svrhu postizanja cilja putem sofisticiranoga korištenja političke inteligencije i pritiska

komunikacija posao – posao (komunikacija među tvrtkama, komunikacija među poslovnim subjektima) (*eng.* B2B, business to business) komunikacija usmjerena razmjeni informacija (o uslugama, obuci, ljudskim potencijalima, uredskim potrepštinama) među poslovnim subjektima

komunikacija posao – potrošač (komunikacija između tvrtke i potrošača) (*eng.* B2C, business to customer) komunikacija usmjerena razmjeni informacija između tvrtke i potrošača

konferencija za novinare (*eng.* press conference) događaj organiziran kako bi se medijima predstavila neka vijest te kako bi se predstavnicima medija osiguralo mjesto i vrijeme da o predstavljenoj temi postave pitanja, snime fotografije, videoprilog ili audioprilog

korporacijske komunikacije (*eng.* corporate communications) korporacijski odnosi s javnošću koji su uključeni u strateške ciljeve tvrtke

krizno komuniciranje (*eng.* crisis management) jedna od najsloženijih tehnika odnosa s javnošću koja uključuje čitav niz aktivnosti prije, tijekom i nakon krizne situacije; zahtijeva model komunikacije (javni nastupi, izjave i objave za medije, konferencije za novinare…) te vremenski plan, a podrazumijeva i predviđanje mogućih problema i planiranje u slučajevima buduće krize

medijski trening > izobrazba za odnose s medijima

mrežni odnosi s javnošću; internetski odnosi s javnošću (*eng.* online public relations, online PR, e-PR) mrežna komunikacija te primjena novih tehnologija (društvenih mreža) radi učinkovitijega komuniciranja s javnošću

odnosi s javnošću (*eng.* public relations, PR) svjesno, planirano i trajno nastojanje da se u javnosti razumije uloga neke organizacije, izgradi i njeguje njezin ugled i povjerenje u nju; upravljanje ugledom

odnosi s javnošću u financijskome sektoru (*eng.* financial public relations, financial PR) odnosi s javnošću usmjereni razumijevanju potrošača, njihovih navika i načina kako na njih utjecati, tržišnoga položaja tvrtki i korporacijskih procesa kao što su inicijalna javna ponuda, spajanje i akvizicija, privatizacija i neprijateljsko preuzimanje

odnosi s medijima (*eng.* media relations) uspostavljanje i održavanje dobrih radnih odnosa s novinarima tiskanih i elektroničkih medija

odnosi sa zajednicom (*eng.* community relations) korporacijski društveni programi osmišljeni kako bi gradili odnose sa susjedima u lokalnoj zajednici i razvijali njihovo razumijevanje uloge tvrtke

oglašivačko pisanje (*eng.* copywriting) pisanje tekstova (izravnim i jezgrovitim stilom) za oglašavanje, marketing ili mrežne stranice

online PR > mrežni odnosi s javnošću, internetski odnosi s javnošću

pitch > prezentacija

pokroviteljstvo (*eng.* sponsorship) financijska ili druga podrška koju tvrtka daje pravnoj ili fizičkoj osobi ili zajednici, pri čemu obje strane ostvaruju korist, primjerice, tvrtka pokrovitelj može povećati svoju prepoznatljivost ili prepoznatljivost svojih proizvoda kod ciljnih javnosti ili stvoriti/poboljšati imidž

prezentacija (*eng.* pitch) predstavljanje temeljito pripremljenoga, preporučenoga programa i idejnoga rješenja odnosa s javnošću s uključenim troškovnikom. **priopćenje za medije** (*eng.* news/press release) izjava koja opisuje događaj ili proizvod za koji se smatra da je zanimljiv općoj javnosti te zaslužuje mjesto u medijima **sastanak za novinare** (*eng.* briefing) događaj organiziran za pomno odabrane novinare kako bi im se o čemu dale iscrpnije informacije

sažetak (*eng.* brief) kratak dokument u kojemu su navedeni zahtjevi i ciljevi klijenta koji se odnose na određeni projekt; definira očekivanja klijenta i agencije te je sastavni dio konačnih ugovornih obveza i referentni dokument prema kojemu se može objektivno mjeriti rad i učinak agencije

sponzorstvo > pokroviteljstvo

unutrašnje glasilo (*eng.* in-house magazine/newsletter) *glasilo* kojim se komunicira sa zaposlenicima, u pravilu uključuje vijesti, važna pitanja te zbivanja povezana s tvrtkom u kojoj rade

unutrašnje komunikacije (eng. internal communications) komunikacije koja pomažu pri ostvarenju korporacijskih ciljeva, a uključuju različite komunikacijske procese te komunikaciju sa zaposlenicima i dioničarima.

upravljanje ključnim temama (*eng.* issue management**)** upravljanje temama ključnim za poslovanje, kojemu je svrha mu je osigurati da svi problemi tijekom provedbe kakva projekta budu prepoznati navrijeme

vrednovanje (*eng.* evaluation) mjerenje utjecaja kampanje odnosa s javnošću, izravno je povezano s planiranjem i istraživanjem

7. Conclusion

For the development of a profession it is extremely important to have a consistently regulated terminology that facilitates unambiguous communication among experts and which follows all of the rules of the standard language it belongs to. Because "consistent, regulated and accessible terminology is an extremely important basis to guarantee true multilingualism in the European Union" (Hudeček, Mihaljević, 2012, p. 9) and since this is recognized today by experts from many professions as well as Croatian laws and regulations in relation to scientific work and the acquisition of academic titles, it is necessary to start regulating public relations terminology as soon as possible by developing a reliable normative dictionary clearly stating recommended terms (which are defined in line with all terminology standardization principles stated herein), the register of equivalent terms not recommended (e.g. jargon, archaic), definitions of meanings established by experts and edited by terminographers/terminologists, examples of meanings, superordinated, subordinated and hierarchically equivalent terms (hypernyms, hyponyms and cohyponyms) as well as equivalents in several world languages.

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