Media, Culture and Public Relations, 8, 2017,2, 126-141

Abstract: Through the major conflict within the SEE was 20 to 30 years ago, the SEE is still a major vulnerable area that can erupt and dangerously reverberate globally. The SEE is the most endangered region in Europe. Therefore, it is necessary to establish a center of excellence.

Keywords: Guerrilla marketing, integrated marketing communications

Media, Culture and Public Relations, 8, 2017,2, 142-154

Abstract: Guerrilla communications, agencies, public relations, marketing, integrated marketing communications

Keywords: Guerrilla communications agencies, public relations, marketing, integrated marketing communications

Media, Culture and Public Relations, 8, 2017,2, 173-181

Abstract: Although it is one of the most propulsive tactics of communication, especially when applied in the digital space, the area of guerrilla tactics of communication is one of the least explored areas of communication, not only in Croatia, but also in the world. Guerrilla marketing is used in the sense of unconventional tactics or tools of communication used in cases when financial resources are limited or non-existent. Today guerrilla communication, because of its virality and targeted reach has been used both by large and small organizations. In this paper is explored the scope and manner of using guerrilla communication by the Croatian agencies for public relations (PR agencies). The research was carried out through a survey distributed via e-mail and content analysis of PR agencies web sites. Given the fact that the guerrilla tactics of communication is scarcely researched field in the Croatian scientific and professional literature, purpose of this study was to determine whether the communicators in the Croatian PR agencies are familiar with the concept of guerrilla tactics of communication, to examine in which extent the Croatian PR agencies provide services of guerrilla tactics of communication, and to determine various reasons for the scarce application of guerrilla communication by the Croatian PR agencies.
Media, Culture and Public Relations, 8, 2017,2, 182-193

Abstract: The accelerated pace of global competition imposes new rules and changes in the business environment: employers are looking for a different kind of employee profiles and value specific competences such as flexibility, teamwork abilities and empathic and social skills. Successful and progressive organizations, aware of the fact that “soft” skills represent an ideal tool for creating emotionally intelligent and team-oriented working environments, are now adopting new organization management philosophies, according to which the person, whether it concerns the employee or the client, becomes the focus of the organization itself. This new concept of organizational culture includes a new approach towards the employee, according to which the employee is no longer perceived as an automated tool to achieve organizational goals, but as a collaborator and the most important value of the organization. Given the fact that Croatia is a transitional country, which is trying, by creating new values and cultural framework, to lay the foundation for a more competitive business environment, we wanted to know how the employees of Zagreb perceived the level of empathy in their working environment. A study conducted on a sample of one hundred and thirty respondents showed encouraging results in relation to the perceived level of empathy in the horizontal and vertical internal communication. However, the results related to the organizational culture as a basis for the development of empathy still tend to a negative perception.

References:17 Tables:15 Figures: 0

Category: Authors Review

Title: SOCIAL NETWORKS AS A MEDIA FOR PROMOTION TOURIST DESTINATIONS BY YOUTH

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Keywords: tourist destination, Internet platforms, student population, social networks, survey

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Abstract: The success of a tourist destination on the market in the time of advanced technology and high traveller expectations is becoming hard to achieve without a solid Internet presence. Communication and marketing strategies in a Digital era have to satisfy the modern man who wants to be approached in a unique way, and catered to in accordance to his specific needs. This is especially pronounced in young people as the most demanding consumer group, since they base their choice of tourist destination on the information gathered through various communication channels, most of all through social networks. This paper analyses the connection between social networks as contemporary tool of transferring information and the process of decision making in choosing a tourist destination in student population. The research in this paper aims to examine ways of using social networks by student population when choosing a vacation destination. It more specifically looks to decipher differences in the role of social networks in choosing a tourist destination taking age and financial status of examinees into account. Finally it analyses examinees’ habits of sharing their vacation experience with other users of social networks. The research has been conducted on a convenience sample of 100 examinees by method of a survey among the student of Specialist professional graduate studies Marketing and communications Zagreb School of Business.

References:3 Tables:0 Figures: 0

Category: Professional Paper
Title: EUROPEAN TRANSLAW PROJECT: INNOVATIVE COMMUNICATION SOLUTIONS IN LEGAL INTERPRETING

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Keywords: TransLaw clinics, legal interpreting/translating, transcultural communication

Abstract: Law clinics in general provide aid to marginalized and underserved parts of the population who do not have the means to seek other forms of legal aid and often lack the information to do so. Hence, the question naturally arises how and in which way the clinics guarantee not only legal aid but also translating/interpreting services when assisting immigrants, refugees, asylum seekers or any other person who does not speak mother tongue. These often marginalized groups should by no means be denied pro bono legal aid but how to guarantee a fluent and clear communication? Who would provide these services? Is there any feedback on the quality of these services? In which languages the legal aid is offered? The problem is that in most legal clinics, at least in Slovenia, people providing pro bono interpreting services lack either legal training, interpreter training, or both, with possibly detrimental consequences for the quality of service. The article focuses on the importance of offering professional translating/interpreting services on a regular, organized and supervised level in a legal clinic, considering the fact that European multilingualism is a unique aspect of cultural diversity and the basis for freedom of speech and expression, access to information.