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## **INFLUENCE OF (NOT)KNOWING CROATIAN LANGUAGE ON THE PUBLIC APPEARANCE AND IMPRESSION OF THE CROATIAN GOVERNMENT PRESIDENT IN COMMUNICATION WITH THE CROATIAN PUBLIC**

### **Abstract**

All the previous works on the art of public speaking have investigated the verbal and nonverbal communication, style, gesture signs, posture, position of torso, leg movements, speaking in the context of time and space, etc. But the case of ignorance or poor knowledge of language of the country, whose head the politician is, has neither been investigated nor elaborated. And that is precisely the case with former Croatian Prime Minister Tihomir Orešković. The main intention of this paper is to determine what kind of impression the former Croatian Prime Minister Tihomir Orešković makes on the public in the context of lack of knowledge of the Croatian language. It also tried to find out his characteristics in public appearance and what impression they make on the public.

In order to determine that, for the purpose of this paper we conducted in-depth interviews with experts in the field of social and human sciences that made a review of public appearance and impression that former Prime Minister Orešković made on general public. In order to quantita-

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tively argue the answers obtained from in-depth interviews, we additionally conducted a survey where we examined the impression he made on respondents. For the purpose of additional argumentation the authors also analyzed the content in the form of transcripts of public appearances of former Prime Minister Orešković.

*Key words:* public speaking; communication; impression of the public; media