Abstract: The proficiency in multiple foreign languages is a basic assumption for successful communication in tourism. Tourism and mobility have a significant and important role, where intercultural contacts contribute to the development of intercultural dialogue. This paper attempts to explore gender differences in the perceptions of students from the Rochester Institute of Technology, RIT Croatia regarding the importance of knowing various foreign languages in tourism. The results obtained could help in raising the awareness of the importance of the role of learning and teaching foreign languages, with potential effects in developing and promoting tourism in Croatia. The key research finding is that the female students generally consider knowing foreign languages as more important than male students. This finding could indicate that women are potentially more demanding tourists. However, in most variables the study failed to find any statistically significant differences.
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Category: Authors Review
Title: NEXT EUROPE Manifest for Europe
Author(s): Felix Unger, Eva Feldmann, Klaus Mainzer, Wolfgang Schmale, Werner Weidenfeld
Affiliation: European Academy of Sciences and Arts, Salzburg, Austria
Keywords: Europe, young people, EU citizens
Abstract: Politics degenerates into the staging of power games without a recognizable strategy. This is far from the great task of designing public space out of convincing ideas, rationally implementing co-responsibility as a citizen and as its representatives. The election results acknowledge these oddities. Regarding the traditional parties, they prove the respective leadership dilemma as well as the loss of authority. The conventional parties are losing their approval and at the same time voters’ frustration is linking elsewhere. The political set up time voters’ frustration is linking elsewhere. The political set up conventional parties are losing their approval and at the same
time voters’ frustration is linking elsewhere. The political set up just keeps going as if nothing had happened. Legitimation crisis describes best the crippling mildew that has spread over Europe. The dream of embarking into a new historical era looks different. Politics is facing the major historical challenges - from the current mass migration, which may lead to a new migration period, through the terrorist threat to the current landscape of global political risks - either with perplexity or situational crisis management. The longing of citizens for strategic prospects remains unanswered. Politicians say goodbye to the cultural horizon. The political elite remains speechless.

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Category: Authors Review
Title: “WHAT IS ONE METER?” RESULTS OF COMPARATIVE ANALYSIS OF TEST RESULTS TWO APPROACHES IN LEARNING OF THIS THEME IN KINDERGARTEN
Author(s): Slavoljub Hilenko1, Vukan Popovic2
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Keywords: E-learning tools, higher efficiency, motivation, meter, simple application.
Abstract: Students from the department of teachers and trainers at College of Vocational Studies in Subotica are developing e-didactical learning tools as a part of their exercises from the subject Application of computers in kindergartens, which find their practical application in preschool educational institutions on the territory of Subotica, Sombor, Vrbas and Kula municipalities. Such learning tools are very scarce, while available ones are in foreign language or do not satisfy the didactically-methodical aspects. On the other hand, according to the educators, they stagger from such approach towards work, if it is not simple and intuitive in use, and more effective and incentive for children than the traditional approach. The aim of the paper is the introduction of a single e-learning tool, i.e. comparative analysis of test results of both approaches on the same topic. Achieved experimental results are on the side of the group of preschool children from the Methodology of Mathematics, which used e-learning tools – multimedia- animated and interactive PowerPoint presentation “WHAT IS ONE meter?” on tablet computers in regard to traditional approach – activity of educator and examinations – classic (nonverbal, textually-applicative) test – worksheet with five tasks. Prior to the research, out of 400 interviewees which were verbally tested, 368 (92.0%) children stated that they would prefer acquiring a new topic via e-learning tools, which confirms the degree of motivation that it implicitly / explicitly possesses.

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Category: Authors Review
Title: ADVERTISING AND GENDER STEREOTYPES: THE IMPORTANCE OF MEDIA LITERACY
Author(s): Irena Sever Globan1, Mateja Plenkovic2, Vanesa Varga3
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Keywords: Media literacy, advertisements, gender stereotypes
Abstract: Advertisements are one of the most widespread forms of media and cultural products, that we are either consciously or unconsciously exposed to on a daily basis. Contemporary advertisement industry has become the central institution of market-industrial economy with yearly expenditures reaching billions of dollars. Media experts agree that the effect of advertisement on attitudes, behaviour and emotions is very powerful, especially when it comes to children and young people. There is a trend in which advertisements rarely include the advantages of a product whose sale they are trying to encourage, but are rather increasingly imposing certain lifestyles that young people adopt as part of their identity and behaviour patterns. This is primarily related to gender stereotypes and unrealistic images of female and male bodies as main components of advertising. Especially important question arises when it comes to the consequences of frequent exposure to gender stereotypes in advertising, on psychosocial and social level of people. To minimize the negative effects of advertisements, it is necessary to act on several levels. Social level includes conducting a responsible media policy and defining ethical standards in advertising. On an individual level, parents and teachers should take responsibility for developing media literacy of children and youth.

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The dream of embarking into a new historical era looks different. The advertisement industry has become the central institution of modern communication, and its influence on individuals and society is immense. Advertisements are one of the most widespread forms of communication, and they play a crucial role in shaping people’s perceptions and behaviors. The current mass migration, which may lead to a new migration crisis, adds global political risks - either with perplexity or situational crisis.

Politics is facing the major historical challenges - from the conventional parties are losing their approval and at the same time new political movements are gaining traction. The election results acknowledge these oddities. The traditional parties prove the respective representatives. The election results acknowledge these oddities. The aim of politics is to serve the needs of the people and ensure a peaceful and prosperous future for all. The lack of trust in traditional political parties can lead to the emergence of extreme movements that do not have the people’s best interests at heart. Hence, it is crucial to encourage and support democratic and inclusive politics that work towards the betterment of society.

The importance of media literacy cannot be overstated. In today’s digital age, where information is readily available, it is essential to have a critical understanding of the content consumed. Advertisements are designed to influence people’s opinions and behaviors, and it is crucial to be aware of their strategies. For instance, advertisements that use persuasive and evocative language are designed to manipulate people’s emotions, while others use visual cues to draw attention. It is important to recognize these tactics and make informed decisions.

In conclusion, the role of media literacy is crucial in today’s society. It is essential to have a critical understanding of the content consumed and the strategies used by advertisers. By being informed and aware, we can make better decisions and ensure a more equitable and socially just world.