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Category: Original Scientific Paper
Title: POSSIBLE PREVENTIVE EFFECTS IN THE USE OF SUPPLEMENTS IN SPORT RECREATION
Author(s): Mirna Andrijašević, Vanja Kalac, Ana Žnidarec Čučković, Andrea Vrbik, Ivan Vrbik
Affiliation: Faculty of Kinesiology, University of Zagreb, Zagreb, Croatia

Keywords: sports recreation, fitness, body building, supplements, unauthorized funds, prevention and education

Abstract: The main objective of this study was to determine the prevalence and frequency of use (not) allowed supplementation among recreational users and other forms of fitness and recreational content. Domestic and foreign literature clearly indicates the existence of (not) allowed supplementation in sports recreation. It should be noted that the problem of using illegal supplementation in sport, in most of the literature generally, considered in the context of doping in professional sports. Sports recreation area is on this issue largely ignored due to the lack of doping controls in the same extremely nontransparent terms. Therefore, the work is on the one hand aimed at the general empirical clarification of the use of (not) allowed agents among recreationists, while the other side wants to empirically examine their motives for use. These findings ultimately serve the development of preventive and educational guidelines aimed at reducing the use of illegal supplementation. As permitted use of supplementation (nutritional supplements) according to the latest research (e.g. Kläber 2010a, 2010b) is often only the first stage on the way to the use of illegal supplementation (doping), it is necessary to analyze the use of illegal supplementation in sports and recreation including an analysis of the use of permitted supplementation. Therefore, this paper addresses the issue of how to use permissible and impermissible supplementation.

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*References:*23 *Tables:*7 *Figures:* 0
Category: Preliminary Communication
Title: FEMALE STUDENTS VIEW THE KNOWLEDGE OF FOREIGN LANGUAGES AS MORE IMPORTANT FOR CAREERS IN TOURISM THAN MALE STUDENTS?
Author(s): Nikolina Božinović¹, Joško Sindik²
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Keywords: communicative competence, intercultural communication in tourism, responsible tourism, gender differences

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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*References:*53 *Tables:*0 *Figures:* 11
Category: Preliminary Communication
Title: ESCAPING THE "VIRTUAL PROMENADE" – NEW TRENDS IN USE OF SOCIAL NETWORKS BY MEMBERS OF GENERATION "Z"
Author(s): Tomislav Levak, Snježana Barić Šelmić
Affiliation: Department of Cultural Studies, University of Josip Juraj Strossmayer in Osijek, Osijek, Croatia
Keywords: social networks, generation Z, communication platforms, Facebook, Instagram, Snapchat

Abstract: The aim of this paper is to determine whether the younger population in Croatia is following the dominant world trends in the use of social networks as extremely widespread communication platforms. Namely, although the Facebook community currently consists of as many as two billion users and is still convincingly the most popular social network in the world, it has already been noted that members of the so-called generation Z (people born after 1995) across the world are increasingly abandoning or minorizing Facebook and turning to other social networks. To this end, the authors used the comparative method to investigate the use of several contemporary social networks and current trends in the world and Croatia, using the necessary theoretical framework. Also, during May of 2017, the authors conducted a research into online habits and attitudes on social networks – which has not yet been done in Croatia, in the authors' knowledge – by means of an online survey among secondary school students, members of generation Z, in several major and smaller Croatian cities: Zagreb, Osijek, Krk and Korčula. The results of the research confirmed the initial hypotheses of the authors: young people are increasingly leaving Facebook as a "virtual promenade", largely because older generations began using it, including their parents; they are mostly turning to social networks that offer a prevalence of photographs over text, primarily Instagram and Snapchat. In addition, no significant differences were found between members of generation Z in larger urban areas on the continent and smaller urban areas on the Adriatic islands, when it comes to their preferences.

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Language –of text: Engl. *– of Summary:* Engl.,Croat.
*References:*0 *Tables:*0 *Figures:* 0
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 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 Hilcenko¹, Vukan Popović²
Affiliation: College of Vocational Studies for Teacher and Trainers Education, Subotica, Serbia¹, Elementary School "Isa Bajic", Kula, Serbia²

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 Plenković², Vanesa Varga³
Affiliation: Department of Communication Sciences, Catholic University of Croatia, Zagreb, Croatia¹; Department of Sociology, Catholic University of Croatia, Zagreb, Croatia²; Division Communication Studies, University Department of Croatian Studies, Zagreb, Croatia

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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Category: Professional Paper

Title: MASS MEDIA MANAGEMENT: TECHNOLOGICAL
BACKGROUNDS

Author(s): Roman Gazenko

Keywords: media, technology, media management

Abstract: The paper provides a professional overview of the development of media technology, as well as the influence of technology on media content and its interpretation. The aim of communication is definitively to connect the source with the receiver. It means to solve the main problem – to overwhelm the obstacle of space and time. Technological goals since the dark ages were aimed at increasing the physical features of man as direct carrier or to replace him by a more efficient one.