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FROM THE PERSUASION TECHNIQUE TO DISGUISED MARKETING

Summary

On the basis of examples from the press in Bosnia and Herzegovina and comparison with the state in Slovenia and Croatia the authors explain the reasons of emergence and modes of disguised marketing functioning. The first part of the paper gives a short overview of the European directive on disguised marketing which solves this problem only with regard to audio-visual means, while press is left to self-regulation. The second part explains the role and function of media in a society and regulation of such phenomena either with ethical or professional codes, which are in effect in Bosnia and Herzegovina and some European countries. Issue of professionals, who deal with public relations and their direct or indirect influence on the emergence and volume of disguised marketing, is analyzed as a special part. In the end, there are a couple of examples from the local press which proved to be classical causes of disguised marketing or clear examples of PR experts' texts. They are an illustration of unprofessional and almost manipulating activity of some media workers.

Key words: *disguised marketing, European directive on disguised marketing, persuasion, manipulation, codes, public relations.*