Communication Specifics of Today and Public Relations

Karlo Kanajet

Faculty of Political Science of Zagreb University
E-mail: karlo.kanajet@fpzg.hr

Abstract

This paper deals with the communication specifics of today, and how they affect the work of public relations practitioners. The paper first theoretically elaborates the relationship between public relations and journalism. Despite the present and sometimes emphasized antagonism between public relations and journalism, these two professions are directed at each other, and those who practice them can make their work substantially easier if they decide to cooperate. Then communication in the digital age, strategy and tactics, and internal communication are elaborated. Modern communication is characterized by the use of specific language and rapid changes. In order to cope with such conditions, organizations create plans that define clear strategies that are implemented through tactics. It is concluded that one of the crucial tasks is the creation of a healthy working atmosphere, whereby public relations specialists work as communication agents to establish a dialogue.

Ključne riječi: Public relations, journalism, digital era, strategy, tactics, internal communication

1. Introduction

The modern age of rapid changes implies a developed ability to adapt. Given the important role that relevant information plays in this, it is not surprising that the role of professional communicators is becoming increasingly important. Effective use of communication techniques after some time for professionals becomes a routine practice. Practitioners specializing in writing press releases are thus familiar with the templates and basic rules of drafting a text for such a form as, for example, the realization of communication in times of crisis. Especially if those who deal with crisis communication for the needs of an organization have a background and history of activities in the media industry, the content they produce will resemble the usual rules of structuring content that is expected in such situations, so the need for editorial interventions will be minimized. One of the general rules of modern journalism is to follow the principle of the "inverted pyramid" in the organization of the text. According to this principle, the most important details about an event are provided at the very beginning, while the remaining space is filled with information that gives the key message context and additional explanations. Such a structure can seem somewhat counterintuitive, especially when compared to the usual narrative composition that appears in stories, fairy tales, movies, cartoons, and even in everyday things such as retelling an event or trying to make a joke. For all the above, the general rule of following the introduction, rising action, climax, falling action, and resolution pattern applies. Building interest, tension and drama, as well as a possible surprise factor are based on the rhythm and slow dynamics of building and adding new elements to the whole plot.

"Everything can be a fairy tale, even a false, amoral phrase created in the political lobbies of existing (contemporary) zones of power, but such a fairy tale does not have the authenticity of a creative act or the humanity of its artificial-historical entity that is current and reincarnated in the ethical effort of a real artist" (Đurković and Jergović, 2017, p. 1705).

On the other hand, the principle of the "inverted pyramid" is not just a mere attempt to compete with established content norms with an innovative formula. It turns out that its use is a kind of necessity in an attempt to position itself equally in relation to the competitive multitude of news, a small number of which manage to grab the attention of editors and ultimately the opportunity to actually make a profit in the form of publication. This is due to the contemporary reading habits of the audience and the paradigms through which actors in the media industry adapt to them. It is generally a modern era in which a time of haste is lived. Nimac (2010, p. 398) raises the specific question of whether patience can still be labeled as a virtue at all? Constant hurry and chronic lack of time are characteristics of

business and family life. News is also consumed at a fast pace, without much opportunity for more intense engagement, resulting in superficiality. What is actually read are the headlines, not the articles. This is problematic because the headlines are often conceived precisely to attract attention and a large number of views, although they are actually taken out of context and their foothold in relation to the article itself is in principle very loose. This, in turn, is related to the link between the media and advertising industries, in other words the fact that the vast majority of media are not strong enough to be able to finance themselves. Therefore, they are inevitably tied to powerful economic entities who perceive them as a ground for spreading their interests, primarily through the payment of advertisements. In addition to the transparent form, advertising today is largely latent. Haramija (2011) wrote about the phenomenon of covert advertising in Croatia, and its manipulative properties in newspapers were investigated by Jurišić et al. (2007), while Oroz Štancl (2014) dealt with covert advertising in cartoons. An even bigger problem is when it all comes in combination with background influences and putting pressure on editorial board policy, which is forced to balance very carefully with topics that have the potential to damage the reputation of those who are the source of money. Major funders are mostly interested in numerical indicators related to traffic or "number of clicks", as they imply the potential for more people to see an ad.

Due to these specifics, Internet portals have taken a central place in discussions about the dominant channels of receiving information. Skoko and Vrdoljak (2018) argue that online news portals are gaining in importance on the media and advertising market, as well as in public relations. Unlike printed publications whose mechanics of consumption allow for a higher level of dedication (which is why there is a habit of reading them on weekends), the texts of Internet portals are structured in the "inverted pyramid" way, bringing the punchline at the beginning because it can never be said with certainty that members of the audience will indeed retain attention and reach the end of the article. Likewise, the application of the 'inverted pyramid' method by those who place information provides a kind of guarantee that the vital part of the message will not be affected due to editorial interventions in the text, which, in most cases, involve shortening to find space for everything that is planned to be found in the upcoming edition.

The principle of the "inverted pyramid" is just one example of today's communication specifics. This paper, using desk research, discusses them by observing the processes from the perspective of public relations, a profession that is becoming increasingly important in the organization of work.

2. Public Relations and Journalism

Tanta and Lesinger (2014, p. 545) say that it is an unquestionable truth that the media needs public relations as much as public relations needs the media. Despite the significant differences and misunderstandings that, in some cases, exist between journalists and public relations practitioners, it is in the interest of both to work on achieving the highest possible level of understanding and cooperation. In this manner, journalists nurture a connection with those who can help them at a given moment, for example, when there is pressure because of the deadlines, which are becoming shorter and shorter nowadays, by delivering materials that are already practically ready for publication. This connection is also useful because it can be used to obtain exclusive information before others, which opens the possibility of gaining a competitive advantage. Journalists may have their favorites from the world of public relations and vice versa. They also meet in informal circumstances such as going out for drinks or dinner. A more relaxed atmosphere has the potential to improve the quality of relationships and ultimately the prerequisites for the most important thing, doing the job, but it is important to know how to maintain professionalism. It is a wall that protects against some form of exploitation.

Public relations workers for journalists are also a link to the most prominent individuals in organizations, so they can arrange an interview or television appearance of CEOs, owners, or prime ministers, who in modern times increasingly communicate one-way, using platforms like Twitter. This type of media content automatically guarantees great follow-up and reactions that can continue in the upcoming days and even weeks. One should be honest and acknowledge how journalists can, in various ways, use their acquaintances with those who come from public relations. This type of relationship is complex and, in practice, far from the oversized stereotypical understanding of journalists as victims of interest-oriented unscrupulous villains of the communication world. It is obvious that those whose daily tasks include making many phone calls, organizing, and coordinating look favorably on the possibility of having "their own" journalist in the newsroom, on whom they can rely on concerning placement of a particular story. From the human side, that is understandable. Attempts to spread moral panic over this issue are deeply unfair to those who are declaratively trying to protect. Treating journalists as weak groups incapable of recognizing manipulation is an underestimating approach that denies their ability to be critical. All the complexity of the relationship between journalists and public relations practitioners can be leveled with the complexity that arises from the characteristics associated with the personality of individuals. If each side adheres to those basic

principles of job description and ethical principles, there should be no major problems. The rules of the profession clearly dictate adequate procedures. Further development of technology can only be helpful in a way to speed up communication between journalists and public relations practitioners.

3. Communication in a Digital Era

Discussions about the technological revolution are mostly approached from two angles, and sometimes even significant tensions are formed between the opposing camps. Technological skeptics remain faithful to the traditional romantic view of the world as it was before the domination of the device in relation to which they label users, people, as slaves. Advocates and enthusiasts, on the other hand, will emphasize the benefits of greater opportunities to connect with acquaintances, friends and relatives located in locations thousands of miles away. In addition to such characteristic sparks that occupy a central place, the second line of debate concerns the psychological and sociological moments inherent in the functioning of people in communities. There are those who believe that a clear line should be drawn, and the history of mankind should be broken down into the period before and after the advent of modern technology. The novelties, they believe, have made a radical turn in the ways in which people communicate and the consequences that this new situation brings.

Čuvalo (2016) researched youth media practices and the related temporal structure of life, while Mandarić (2012) investigated risky behavior of children and youth in the context of new media. The demographic group of young people is interesting because it often uses abbreviations instead of full words in their discourse, and in addition to their mother tongue, they also include regular use of variants from English, in fact the international language corpus.

"Also, young people are quite active in creating slang. They employ slang terms in their conversation to show their attitude against the society or their own way of thinking. Therefore, we can see American slang is a product of society, it is produced and created by society and people who live in it. It is one of linguistic varieties, which we cannot separate it from its social background and social surroundings" (Zhou and Fan, 2013, p. 2209).

As expected, linguistic purists are not overly enthusiastic about this, but they are also aware that things have come a long way and the question arises as to the purposefulness

of stubbornly insisting on what is culturally inherited. The type of concern in question has to do with skepticism that the language varieties associated with specific groups will make a breakthrough into the standard language and thus irreversibly corrupt it. For example, the jargon mostly associated with abbreviations used by professional or amateur gamers has been shown to have a high potential for spreading among the general public, a fact that should be considered by all professional communicators, including public relations professionals. Magria et al. (2021) claim that there are six types of word formation processes in slang words associated with gamers: abbreviation, acronym, borrowing, compounding, multiple process, and clipping. Public relations professionals, especially those who work in internal communication, track these changes and their potential integration and disintegration effects in the corporate domain (Piekkari et al., 2005).

On the other hand, those averse to theories that speak of tectonic communication, language, and sociological change will recall how history shows a habit of people to organize and consolidate through family systems that have grown into a tribal structure. The tribe as a community draws its compactness from the egalitarianism and democracy that apply to all members. Yet the first among equals is the chief because one must take on the role of interpreter of the norms, mediator, and decision maker. If some of the most present exponents of the digital age, various examples of social media, were taken as a way of proving the survival of the tribal form of association, then their administrators could be the ones through whom the same roles played in the past by the tribal leader are manifested. Therefore, proponents of such an understanding of the subject will say that the digital transformation of society is nothing more than a reflection of an already seen model on new terms. And the new conditions are nothing more than new technical tools that serve as channels for distributing information. Grbavac and Grbavac claim (2014, p. 206) that, if they are defined as groups of three or more people, social networks must have emerged long before the advent of the Internet. In addition to their simple role in facilitating the dissemination of information, new digital tools also help perform several specific tasks that arise in business.

Rapid changes force adaptation, and those who are the most responsible for sustainability of a business know this very well. They do not need to be explained in detail that time is the most important resource. If jobs that once really had to be done manually are left to a machine that only follows set parameters, it makes sense that more time will remain available for those segments where human intelligence has no competition: vision, long-term and strategic thinking. Strategic thinking is very important in taking a proactive

view on communication. A good example is crisis communication. Zero accident vision (ZAV) is a concept that deals with the possibilities of prevention of all types of accidents that can affect an organization and in which appropriate internal communication is immanent (Krišto et al., 2017). Given the crucial impact of the time available in a crisis, the logical view is that it is better not to leave for tomorrow what can be done today.

4. Strategy and tactics

Strategies should not be equalized with tactics and goals. If dilemmas arise, it is advisable to recall the military domain, from where the idea of strategy originates. For example, the goal of a military operation may be to liberate occupied territory. The strategy used is a simultaneous attack via land, sea, and air. Strategy is the backbone of the plan, the great idea and guiding principle behind any action taken. Tactics are reduced to those actions and maneuvers that are carried out on the field at a given moment. This may be the moment when the commander-in-chief, the general, issues an order to move the armored vehicles from one geographical point to another. All tactics must clearly correlate with the strategy. It may seem a bit surprising, but the domain of communication as a field that is connected to virtually everything people do is even more complex than those features that are related to the military. Communication complexity is based on the fact that everything is a certain form of communication. To communicate means to send non-verbal signs, to use gestures and facial expressions, as well as to direct body movements in a unique way. Even silence is communication, scientists agree.

Contrary to popular belief, strategic silence is a carefully planned and created communication activity (Bevanda and Bijakšić, 2020). The function of silence is by no means negligible and in various examples sends an exact message, which one should be competent to translate correctly given the context and cultural specifics, so as not to cause inconvenience and unwanted consequences. Thus, silence, or lack of response, in some situations, for example informing the bank's users about the changed business conditions, implies understanding and accepting the proposed changes. On the contrary, if for example a user faces an updated version of a mobile application, then the silence demonstrated through the absence of activity will mean disapproval and rejection, a kind of communication breakdown. Use of functional silence is also learned as a part of public speaking training. Generally, public speaking has many shared points with conversation where face-to-face contact dominates, so it is also useful to see public speaking as an encounter with listeners (Sedlan Kőnig et

al., 2019, p. 212). The provided examples are just one form of occurrence in which contextual communication complexity is expressed. Intercultural relations are relations of higher potency in which ignorance of local customs can lead to more difficult oversights. They concern norms related to handshake, distance between people and body position, and male-female relationships.

All complexity of the phenomenon of communication is most visible in the performance of work tasks, when tactics are implemented. While this depends on the size of the organization itself and the staff available, what is recommended is the separation of the functions of technicians and communications managers. The ability to adapt is highly desirable, but the technician should mostly repeat the performance in a quality manner according to a given pattern and avoid going out of that frame too much. It is not an underestimation on any ground, but simply adaptation to those communication rules that dominate nowadays and do not show signs of slowing down in the near future. There are those who still face difficulties with speed and constant compression of deadlines, but they are forced to adjust. It is communication managers who apply the strategic dimension in their work because they monitor the processes from an elevated position. The managers in charge of creating the strategy are, in the true sense of the word, supervisors and those who see the broad perspective. "One of the key concepts in strategic management is the study of the environment, i.e. research of the internal and external environment of the company in order to improve competitiveness" (Kadlec, 2013). With the development of technology, more advanced monitoring capabilities have developed. It is crucial to ensure that the broadest possible perspectives on behavior, future trends in industry, politics and the economy in general are included. Good examples are the economic crisis and periods of recession. Scientists and analysts in the field of economics advocate the thesis of the cyclical nature and regular changes of global periods of rapid growth and expansion with those of the depression and financial crisis. Although managers may possibly be hinted by analysts whose work they monitor, there are situations where they can be one step ahead, use a personally built network of sources and be the first to suspend a risky investment, thus ensuring that their organization is not significantly affected.

Also, in stock trading, especially regarding companies and funds specializing in venture capital, reliable information concerning the general standings and liquidity of companies are observed with special attention because there is a takeover interest and information makes a difference between a big success and failure. Managers in charge of attracting new clusters of customers with the help of internal organizational department

or external engagement of market research agencies also reach the level of over-view based on which they can accurately detect which products are in need and when to launch a campaign and present a completely new or refined and refreshed trademark. It is not necessary to emphasize how little time it takes for pioneers who stepped into a certain niche at the right moment to establish even a position of monopoly. Despite all the above economic reasons that evoke the importance of the managerial strategic role, and which can be crucial, the organizational activities of a lower level, but not less important, must not be left out. This refers to a planning process in which planned activities and their relationship are viewed from a kind of distance that is necessary if the goal is to take steps to save time and resources. Namely, a view that is not positioned too close reveals which activities can be done simultaneously in order to avoid useless repetitive actions. In practice, following this type of pattern is in most cases applied in the scheduling of communication activities. A table is created in which the columns represent the 12 months that make up the calendar year, while the rows are divided into all types of public relations techniques that are used in a campaign – press conference, interview, various print materials, visits to production facilities and others. Shading the cells in the table at the overlap of techniques and time points clearly shows when communication will be most intense, so if there are some "holes" in the calendar a more even redistribution should be considered.

What is intended to do because of the overall picture that public receives is the impression of a meaningful strategic handwriting, a serious understanding of the program and respect for colleagues who come from the world of media. Beginner mistakes such as ignoring the logic of periodicals of certain editions, or unwritten rules on topics that dominate a specific part of the year (as is the case with the December holiday mood or the lower intensity of engagement and relaxation associated with the summer months), should not be tolerated. Preparing for a press conference is a good example of a component that can be taken too superficially and turn into a very big problem if all the preparatory work is not conducted on time. In addition to reserving space that should be accessible to those journalist teams that come with reportage vehicles, equipped with enough seats and electrical outlets (in order to avoid problems with connecting electronic equipment), it is also necessary to take into account the supporting materials intended to be distributed to journalists. These materials typically contain a resume or other relevant information about the speakers, as well as key highlights and messages that are prepared in advance. This helps reporters to fully reconstruct the course of the conference and fill any content gaps they experienced due to distraction, or simply missed.

Of course, it is not the same thing to plan to put emphasis on the images and accordingly include quality colors, or to be satisfied with only a black and white variant of content exclusively in the form of text. All these things need to be arranged in a timely manner with an internal or rented printer, and valuable time is easily saved if printed papers, cards with the names of those people who will appear at the conference as speakers are picked up along the way. If a team of competent technicians has a chief strategist, a communications manager, he or she can dedicate himself or herself to those settings that represent the main driving force of any program. When it comes to strategic approaches to crisis communication, the planning challenge is certainly greater than is the case, for example, with the launch of a new product and the accompanying campaign, or annual plans for internal organizational communication.

5. Internal communication

Internal communication professionals in general, despite the goal of increasing recognition by the organization's management, must at the same time be aware of the reality of the position in which it is the second line structure that must always wait for a decision on business directions. Except when it comes to targeted internal management obstruction, it is difficult to imagine a situation in which the communications department would start informing employees of a change that the organization's management has not yet agreed to. In this sense, internal public relations are reactive in relation to higher management structures, although quality proposals and especially projections based on solid foundations are appropriately valorized and encouraged. The predictability of the operational environment of internal communication also arises from close cooperation with the human resources department and familiarity with the list of employees and their status – working experience, full-time or part-time employment, work at headquarters or at one of the branches, and the like. Therefore, internal communication is a form of communication that extends throughout the organization and represents the sum of different communication processes (Garača and Kadlec, 2011, p. 123).

Despite the relatively expected circumstances in both media campaigns and internal communication, there is always the possibility that things will go in the wrong direction, one problem will provoke another and ultimately lead to the outbreak of a serious crisis. Therefore, it is recommended to create a crisis communication plan, which should be a small and simple, but understandable document (Đuzel, 2020). Any consideration of a

potential crisis scenario is welcome, but it should be noted that this is a highly special-ized and delicate area in which experience and expertise are valuable. A common mistake of managerial psychology is the lack of self-criticism. It is in human nature to feel good when a business peak is reached. It is a sign that the effort has paid off and a confirma-tion that the line of least resistance is a hard-to-maintain philosophy of life. However, things in life just do not work out in such a way that it is smart to be nonchalant for too long. Panic-fear of bad scenarios is also not recommended as it has a paralyzing effect. A healthy balance needs to be found between the two extremes. Take a short break and "hold your horses", realize that something important has been done, congratulate your-self and your colleagues and celebrate this success. Then comes the time when you need to think carefully and suppress your megalomaniacal appetites.

Business competitors experience a completely opposite emotion of disappointment and they never want it to repeat again. They immediately direct their available capacities in the direction of their own glorious success. One segment of the strategic view should constantly be kept focused on the moves of competitors. Approaches to leadership and management, not only in the corporate, but also in the political sphere, have recently increasingly emphasized the key characteristic of leaders, which is reflected in the timely composition of a professionally trained team of advisors and associates. Mature thinkers are aware that it is simply unrealistic to think that they have relevant knowledge about diverse topics, that is, that they have time to follow so many recent discoveries on a reg-ular basis. The role of the leader is, therefore, most pronounced through the ability to effectively organize and divide tasks. Trust plays a crucial role in this. Mistakes occur in business, and they are not exclusively negative things because they also mean that some kind of learning is taking place, but it is important to have that guarantee that actions are not malicious, or the result of a frivolous and superficial mediocre philosophy of life.

Colleagues who are more attached to office activities are able to produce many contents in the form of press releases and publications for websites. They are also responsible for the proper management of all documentation related to employees and projects. Speed in that regard is not a priority. It is better to send the material later, but that it is complete and checked. Content that becomes available to a large number of people at the time of publication must be checked several times because there are situations where intentions are good and what is made public as a whole works, however, one wrong word-choice may cause negative effects. In addition, those who are in the same place most of the time, in the office, logically have greater capacity in terms of receiving and sending messages.

Much of the business correspondence in recent times has taken place via e-mail. A useful recommendation in this regard would be to open the e-mail box as soon as you arrive at work, after the computer has been switched on, and to check it at regular intervals, despite the fact that other tasks requiring concentration are being performed. If such settings are set, incoming mail information can be received instantly via mobile phone. However, the mobile phone is more useful to those colleagues who engage in fieldwork. They are thus not deprived in terms of communication; however, they do not have an excessive amount of time available to answer queries that require the composition of a longer text. This is where the trust takes place. Trust means that field workers can safely pass on to their colleagues in the office those pieces of information that need to be referred to and which require a more dedicated approach and appropriate tone. In order for everything to work properly, it is necessary to achieve mutual understanding. One of the most useful tips, a small mental experiment, is to try to look at things from the perspective of the other side, to identify with different interests, motivations, and worries. If this is achieved satisfactorily, the possibility of interpreting the assignment of tasks as issuing orders will be reduced.

Progress towards achieving such an organizational culture is a separate category in which, in addition to public relations experts specializing in internal communication, the human resources department also comes to the fore. It is their cooperation that is the initial challenge that needs to be overcome and the resolution of which can serve as an indicator of the direction in which the rest of the dilemmas related to internal communication will go. The topics of layoffs and transfers of employees are good examples of circumstances that imply significant caution. At a time when communications departments had not yet achieved penetration to such an extent and had become the standard, it was clear that human resources had a monopoly over this type of sensitive processes. They then dynamized due to globalization and the increase in the intensity of international trade, the strengthening of multinational corporations and the frequent reorganizations, mergers and acquisitions. Human resources have become a service to the organization's management, whose role is to create empirically based budgets regarding the volume of business and required jobs, as well as the individuals who will fill them. Hiring reliable and hard-working employees, those who, for private reasons, and not because some authority is forcing them to do so, seek to elevate themselves in relation to the prevailing mediocrity, has never been too easy a task. This task is even more difficult nowadays given the capitalist career laws that prevail in most of the developed world.

At a time when certain countries were an example of a predictable socialist economy, the organization in which individual worked occupied a very prominent place in the hierarchy of priorities. It was the same organization where one could spend the whole career, approximately 40 years, and after that a reward would be given in the form of a gold watch or something similar. And it would be time for a well-deserved retirement. From the point of view of the leaders of organizations, it was a comfortable position that guaranteed the true symbiosis of the collective and the individual, the identification with the mission and vision, and unquestionable promotion of organizational values. If anything from that previous system is considered favorable by today's CEOs and presidents, then this may be precisely loyalty to corporate identity. The modern workforce is much more flexible in this regard, and the modern setting is structured in a way that it is considered quite common to change several jobs during the active period. You need to know how to understand this and deal with it adequately in communication. It is the public relations staff who take on the tasks of internal and other forms of communication, and they are the modern "bridge builders" for achieving dialogue. Their time is already here.

6. Conclusion

The 21st century is a time of extraordinary and rapid changes in life and business. The role of appropriate communication is becoming increasingly important. Public relations specialists act as one of the communication agents. In the education system, they learn skills such as organizing text according to the "inverted pyramid" principle. They create mutually beneficial relationships with journalists, for which it is important that they rest on ethical principles. Fast communication in the digital age requires the possibility of adaptation. Organizations need to approach communication in a planned way, in order to minimize the risk of crisis outbreaks. In planning, it is important to distinguish strategy from tactics. This difference is also reflected in the separation of functions between managers and communication technicians. What is also important is to achieve a healthy work atmosphere. This means that a colleague will behave collegially when performing tasks. Providing help is noble, but also necessary, because the next day, a situation may arise in which the position of recipient and provider of help are switched. In achieving this type of dialogue, which is necessary for the effective functioning of internal communication, public relations specialists play a major role. Collaboration leads to success that is great, but also dangerous. Pride should be set aside, and you should never forget that there are other things in life besides work.

Further research can focus on user generated content as another feature of current communication conditions that affect the work of public relations specialists, especially in times of crisis. The question arises whether there are methods to anticipate certain potentially dangerous situations through something similar to cultivating good relations with professional journalists. Furthermore, additional research is needed that will enable a deeper insight into internal communication practices, especially in light of the growing popularity of various social media and applications created primarily with the aim of achieving the highest possible degree of acceptance of the desired corporate culture.

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Komunikacijske specifičnosti današnjice i odnosi s javnošću

Sažetak
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Ovaj rad bavi se komunikacijskim specifičnostima današnjice te načinom na koji utječu na rad praktičara odnosa s javnošću. U radu se prvo teorijski razrađuje odnos odnosa s javnošću i novinarstva. Unatoč prisutnom i ponekad potenciranom antagonizmu između odnosa s javnošću i novinarstva, ove su dvije profesije upućene jedna na drugu te oni koji se njima bave uvelike si mogu olakšati posao ukoliko se odluče na suradnju. Zatim se razrađuju komunikacija u digitalno doba, strategija i taktike te interna komunikacija. Moderna je komunikacija obilježena korištenjem specifičnog jezika i brzim promjenama. Kako bi se s takvim uvjetima znale nositi, organizacije kreiraju planove koji definiraju jasne strategije koje se provode putem taktika. Zaključuje se kako je pritom jedan od presudnih zadataka stvaranje zdrave radne atmosfere, pri čemu stručnjaci za odnose s javnošću kao komunikacijski agenti rade na uspostavljanju dijaloga.

Ključne riječi: Odnosi s javnošću, novinarstvo, digitalno doba, strategija, taktike, interna komunikacija

Karlo Kanajet

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Karlo Kanajet works as a professional associate in The Croatian Union of Associations of Persons with Disabilities. He is also an external associate at the Faculty of Political Science, University of Zagreb, where he teaches seminars in the Strategies of Public Relations course. He previously worked in the field of market research. He earned a PhD degree at the Faculty of Humanities and Social Sciences in Zagreb in 2023. He directs his research interests in the areas of crisis and political communication.