UNESCO Media development indicators: Monitoring media development in Croatia, Centre for Media and Communication Research (CIM), Faculty of Political Science, University of Zagreb, in cooperation with the Communication Development Division, UNESCO, Paris, Zagreb, 25 September 2009

The conference **UNESCO Media development indicators: Monitoring media development in Croatia,** held under the auspices of the President of the Republic of Croatia, Mr. Stjepan Mesić, was organized at the closing of the project "*Monitoring media development – implementing UNESCO media development indicators*", carried out in 2008 and 2009 by the Centre for Media and Communication Research (CIM), Faculty of Political Science, University of Zagreb, as a project in the UNESCO Participation Program and in cooperation with the Communication Development Division of UNESCO. More than 80 participants – journalists, policy makers (both government and members of parliament), academics, members of regulatory bodies and civil society organizations in the media sector from Croatia, Albania, Austria, Slovenia, Hungary and Macedonia attended the conference and discussed the results of the analysis of the Croatian media system, the first independent application of the UNESCO media development indicators.

The aim of the Croatian project was to establish a regular evaluation of the democratic and professional development of the Croatian media landscape. The conference was structured into five plenary sessions which were each dedicated to one of the five UNESCO media development indicators.

Each plenary session first presented the research results of the analysis of the relevant indicator area in Croatia, and followed by two panelists and an open discussion. The analysis was based on the five areas of UNESCO media development indicators:

1) **A System of Regulation and Control Conducive to Freedom of Expression, Pluralism and Diversity of the Media**
2) **Media Pluralism and Diversity, a Level Economic Playing Field, and Transparency of Ownership**
3) **Media as a Platform for Democratic Discourse**
4) **Professional Capacity Building and Supporting Institutions That**

Underpin Freedom of Expression, Pluralism and Diversity

5) **Infrastructural capacity sufficient to support independent and pluralistic media**

Wijayananda Jayaweera, Director of the Communication Development Division of UNESCO introduced the project of Media Development Indicators, developed within the UNESCO International program for Communication Development (IPDC) in 2008. Zrinjka Peruško, Chair of the Centre for Media and Communication Research, introduced the Croatian research approach and the implementation of the indicators.

The first indicator, "**A System of Regulation and Control Conducive to Freedom of Expression, Pluralism and Diversity of the Media**" was presented by Martina Topić from the Faculty of Political Science, University of Zagreb. In her presentation, she highlighted that despite significant progress regarding media legislation, Croatia is still a long way from securing true freedom of the media that will not only be guaranteed by the law declaratively but also truly be applied in practice. The problem of ownership structure and the preference of politicians, non-transparent (often politically motivated) selection of members of the Council for Electronic Media which should monitor the media and ensure their independence, and the exclusion of the public and civil society from the process of making laws, are large problems that the Croatian legislature, with the help of society, still need to resolve. In addition, the issue of the culture of public administration which will consider it necessary and binding to provide information of public importance to the public and journalists is a burning problem which will first require a change in the mental awareness of public administration. This will be possible only when the public itself realizes that it has the right to know which decisions is being made and when that same public, through representatives of civil society, begins to work towards this direction more intensively. Panelist Nenad Stazić, Chairman of the Parliamentary Committee on Media, Information and ICT discussed legislative issues of the freedom of expression in Croatia, while journalist Hrvoje Appelt presented the problems from the perspective of a journalist who lost his job after refusing to the owners pressure. He exemplified the economic pressures on the journalists today, in which the legislative structure is not enough to protect the freedom of the expression of journalists, who are today pressured by the owners and their economic interest.

Zrinjka Peruško presented the analysis of the indicator **"Media Pluralism and Diversity, a Level Economic Playing Field, and Transparency of Ownership".** The second category of indicators of media development refers to the main features of market activity of media systems. There are two key approaches to media policy present in Croatia, liberal pluralist media policy and neo-liberal approach. While the pluralist policy is still evident in the restrictions regarding concentration in media industries in order to ensure the protection of media pluralism and diversity as key democratic values, the threat of neo-

liberals is evident in terms of the calls for the abolishment of public funding (license fee) for the public service broadcaster, and in the pressures from commercial broadcasters to eliminate their program obligations in the public interest. Discussion regarding the second indicator was focused mostly on the problem of plurality and diversity of media production. The panelists, Ante Gavranovic, member of the Association of Editors and Zdenko Ljevak, Chairman of the Council for Electronic Media and Director of the Agency for Electronic Media discussed the issues of transparency of ownership, media concentration and problem of assuring public access to information about revenues, circulation and audiences.

The indicator "**Media as a platform for democratic discourse"** was presented by Nada Zgrabljic Rotar from the University of Zadar. Zgrabljic Rotar analysed the achieved level of democratic media culture. She concluded that Croatian media organizations uphold social diversity to a degree through the representation of national minorities in the programs of public television and radio, the presence of the language of national minorities in the media, and the employment of minority groups following gender and ethnicity. Zgrabljic Rotar concluded that media legislation in Croatia includes the basic requirements for the construction of the media as a platform of democratic discourse. However, self-regulation and media practice can still be improved in many segments towards the direction of this goal. Panelist Sanja Modric, journalist commentator at the Croatian

daily newspaper *Novi list,* highlighted the role of the media as public service and problems of self-regulation and protection of workers' rights and freedom of journalists in Croatia. Zrinjka Perusko focused on the issue of trust, both as social trust and trust in the institutions, which she sees to be lacking in Croatia. .

Gordana Vilović from the Faculty of Political Science, University of Zagreb presented the analysis of the indicator **"Professional Capacity Building and Supporting Institutions That Underpin Freedom of Expression, Pluralism and Diversity".** Data regarding the education of Croatian journalists show that the number of journalists with university education is only slightly higher among members of this professional organization in relation to journalists with secondary education. She found the fact that the media, probably because of a desire to increase their very modest editions, engage in speculation and distortion of information, which reduces their central role in the development of democracy and the audiences trust in the media. Discussion was focused on the problems of insufficient education of professional journalist which can be interpreted as the result of the lack of self-regulation, lack of workers' right protection and insufficient protection of freedom of expression together with problems correlated with generally bed economical situation. These issues were discussed by Zdenko Duka, President of the Croatian Journalists Association, and Jasmina Popović from the Croatian Journalists Union.

The indicator "**Infrastructural capacity is sufficient to support inde-**

pendent and pluralistic media", was analyzed by Tena Perisin, from the Croatian Radio and Television (HRT) and the Faculty of Political Science, University of Zagreb. Her analysis shows that there exists sufficient technological infrastructure to support independent and pluralistic media, however, in Croatia, day in and day out it is apparent that the technological equipment that allows journalistic activity and the availability of media, does not directly guarantee freedom and pluralism. In a ruthless race for profit, there is less and less journalistic content in Croatia that is the result of investigation, analysis and the desire for new and unbiased information. Foreign corporations have brought with them modern technology, but they have not brought the type of media that exists in the countries that they come from. Panel discussion, including Damir Simunovic, Deputy Director of Croatian Radio & Television, Tonko Obuljen from the Agency for Telecommunications, was focused on the process of digitalization of broadcasting in Croatia, especially regarding the public service Croatian Radio Television's (HRT) conversion to digital broadcasting, and the process of distribution of digital frequencies which will be carried out in the imminent future.

The conference discussed and adopted the recommendations "The New Media Agenda for Croatia 2009", which include recommendations for attentiona and action in the five areas analyzed. These recommendations again provide an agenda of change for the media policy and media industry in Croatia, in a way that resembles the

"New Media Agenda for Croatia" recommendations which were published together with the research study which was their basis, in the journal *Medijska istraživanja – Media Research –* by a similar group of academics (including several of the present research team) and journalist's in 1999, and subsequently adopted and included in the legislative changes in Croatia after 2000.

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Antonija Čuvalo

SUMMARIES OF UNESCO MEDIA DEVELOPMENT INDICATORS: CROATIA

Indicator I: A System of Regulation and Control Conducive To Freedom of Expression, Pluralism and Diversity of the Media

Martina Topić

After leaving the former federation in which the system did not encourage freedom of expression, Croatia faced a long road to ensuring the respect of basic human freedoms. First the legislative framework had to be changed and conditions needed to be created for the development of a free democratic society in which the government would not sanction the exchange of information and the open expression of opinions. The ruling set of the nine-

ties, led by the HDZ (Croatian Democratic Union) with Dr. Franjo Tudjman, changed the legislative framework and allowed freedom of speech in this way; however, the new laws were hybrids of the old Yugoslav laws. Thus immediately after the establishment of independence, the Constitution, as the supreme act of the state, granted all the rights of freedom of expression, exchange and disclosure of information, however, other laws pertaining to these freedoms foresaw an entire range of exceptions and sanctions that brought into question the constitutional provisions on the freedom of speech. One way of limiting freedom of speech was through media processes against journalists, i.e. what are considered to be indirect attempts at censorship, and which found a foothold in the media laws that were meant to punish offences, such as, for example (the often-used), mental anguish.

It took all of the way until 2003 and the democratic change of government for Croatia to welcome a law which would resemble media law as it is known by developed democratic countries. The Media Act of 2003 was initiated by a coalition government and with minor modifications, was confirmed in 2004 and is still in effect today. This law is not controversial in the sense of the freedoms that it guarantees, however, it is disputed in its application in practice, and this is especially applicable to the rights of journalists for whom the Media Act guarantees the right to participate in decision-making in the newsroom, which in practice does not work. Most newsrooms either have no statute that

is provided for by this law at all, or if they do, it does not mention journalists nor do journalists have representatives in the decision-making process.

Problems are not lacking on the issue of the right to information either. Even though in Croatia most information is not classified as secret and therefore is not inaccessible to the public on this basis, information is still not given to the media and to the public. By law, the civil service must provide information to journalists in the 'appropriate amount of time', however, the law does not provide a definition for what this appropriate amount of time is and in turn, this ambiguity is largely exploited. Although the law provides for such a possibility, in practice it is almost impossible for example, for a ministry to forward a request for some clarification to another ministry.

Problems are not lacking either on HRT, the public television, which experienced the most law changes. However, despite modifications and an acceptable law which regulates the operation of public television, the pressures on journalists and editors are still present and it seems that in 2008 and 2009 the situation became worse. What happens is that some programs are not aired because of the topics that they are meant to deal with and that journalists and editors are fired, receive warnings or they even have their benefits and wages reduced. In some cases, sanctions were even placed on editors who only expressed solidarity with their colleagues who were deprived of their rights. In addition, the problem of the appointment of the HRT Program Council, which was as-

sessed as non-transparent, remains, and this problem has not been solved despite pressure from the EU.

There is a similar problem with the Electronic Media Act, which is also non-transparent in the regulation of appointment of members of the Council for Electronic Media, and despite objections from the EU and the harmonization of these laws in 2009 this problem has not yet been resolved.

Within the private media sector there is a problem with ownership structure and ownership ties to politics. That is, according to the legislative framework, the owner of a Croatian media outlet can be anyone, and a journalist can be anyone whom the owner wants to hire. In this way a pyramid is formed, at the top of which is the owner who controls the media, and further down an editor in chief, editors and journalists, and employees who receive orders in chain from the top. The owner may have political connections and may realize private interests through the media which he owns, and media workers can do little to resist the pressures. Those who try often end up unemployed, and it is difficult to achieve restitution of rights as a violation of the law under the Labour Act because this is difficult to prove, and moreover, there is the problem of pressure on the judiciary.

Civil society remains perhaps the biggest stumbling block on the issue of media law and the independence of the media. That is, civil society played a role in preventing the extinction of Radio 101 and in the democratization of the media landscape in the nineties, but after this all of the efforts of civil organizations for greater inclusion in the media system (especially in the oversight system) have remained without success.

One major improvement that has been made on the issue of media freedom is the abolition of prison sentences for journalists for the criminal acts of libel and defamation, an area in which Croatia has taken the initiative ahead of many developed countries of the EU who do not have such provisions and additionally, the protection of sources of information, something that European countries also lack.

The conclusion of this work is that Croatia, despite significant progress regarding media legislation, is still a long way from securing true freedom of the media that will not only be guaranteed by the law declaratively but also truly be applied in practice. The problem of ownership structure and the preference of politicians, non-transparent (often politically motivated) selection of members of the Council which should monitor the media and ensure their independence, and the exclusion of the public and civil society from the process of making laws, are large problems that the Croatian legislature, but society as well, still need to solve. In addition, the issue of the culture of public administration which will consider it necessary and binding to provide information of public importance to the public and journalists is a burning problem which will first require a change in the mental awareness of public administration. This will be possible only when the public itself realizes that it has the right to know which decisions are being made and when that same public, through repre-

sentatives of civil society, begins to work towards this direction more intensively.

Indicator 2: Media Pluralism and Diversity, a Level Economic Playing Field, and Transparency of Ownership

Zrinjka Peruško

The second category of indicators of media development refers to the main features of market activity of media systems. The implicit approach is from the position of liberal pluralist media policy, because it is expected that the state, in order to achieve pluralism of the media "fixes" inadequate market activity in the media sector through regulatory measures. Media pluralism and diversity in such a media policy is at the same time the main value and purpose of regulation in the media system. In this area, the division between liberal pluralism and neo-liberalism, which are the two main visions of arranging the media system today, is the most clearly visible. These differences are most clearly evident in the restrictions regarding concentration in media industries in order to ensure the protection of media pluralism and diversity as key democratic values. These divisions are seen in the Croatian media policy discourse as well, so advocates of neoliberalism in Croatia as well seek the abolition of restrictions on mergers and takeovers of media companies in connection with efforts to protect against monopolies, the prohibition of public television to broadcast advertising and any program outside of documentaries

and the news, and the prevention of the development of public television towards specialized digital channels. Neo-liberal expectation is that the market alone will take care of media diversity because the consumers/customers will choose what interests them. Thus the public interest in the media (as the collective interests of different social groups, which provides regulation) becomes the individual interest of consumers. Croatian media policy is still mainly based on the values and solutions of liberal pluralism, which is seen as a fundamental public interest and is protected by limiting the concentration and ownership of media (negative protection), through promotion measures (Fund for Pluralism in the Electronic Media, media support for national minorities), and through program expectations in the electronic media which include commercial television. In this (the normative part), Croatia is fully within all the relevant recommendations of the Council of Europe and the European Union. However, we still see elements of neo-liberalism in media policy, which is perhaps inevitable in a global context in which this has become the dominant framework, such as is only the regulation and co-regulation in the media (which allows the industry to make the rules, which are obviously in their interest and in the pursuit of profit, and not in the public interest), but most in the industry (especially television, which is also our most regulated in relation to the print media that are subject to regulation only in the case of mergers and acquisitions of companies). Although self-regulation and co-regulation are in

many respects useful in achieving freedom and independence of the media (media statutes), especially when journalists are involved; more and more it comes down to agreements between the regulators and publishers/industry. Also, this will not be harmful if the regulatory bodies are concerned with achieving the public interest (digression: it this even defined in Croatia outside of a few paragraphs of media law and basic constitutional liberties?).

Categories of media pluralism and diversity in the context of media economics through UNESCO indicators include five main areas through which we can analyze how the media is regulated and its effects: (a) Media concentration, national strategy *(policy)* and the realization of pluralism and diversity of media, (b) A mixed media system that includes public, commercial and non-profit community media *(community media),* (c) Issuance of licenses for broadcasting and methods for frequency spectrum allocation for radio and television broadcasting, (d) Fiscal policy and business regulation in the media, (e) Advertising.

International standards that are relevant for this indicator were primarily developed by the Council of Europe. Although the question of pluralism and diversity of media is increasingly gaining in importance even in the European Union, there is no common European regulation that would harmonize the issues of protection of pluralism or prevention of concentration in the media market, so member states diverge in the ways that they regulate this area.

In Croatia, media legislation and related legislation (the Media Act, the Electronic Media Act, the Protection of Competition Act, and the Right to Information Act) that regulate the total market activity of the media were completed in early 2000 and were supplemented in recent years. Both the Electronic Media Act (ZEM) and the Media Act (ZM) govern issues of transparency of ownership, circulation of data on the media and audiences, as well as limiting the concentration of media (with many more restrictions than required by the Protection of Market Competition Act, which also applies). Prohibited are diagonal (cross-media) concentrations between the press and broadcasting (with exceptions for small circulations), concentration of over 40% of the market for informative newspapers and concessions on more than one channel/radio broadcaster or television channel (or exceptionally two, but not in adjacent areas) . There are still many problems in the application of these laws – although most publishers make their ownership structure public in the Official Gazette, not all do. Although most media provide information about revenue, circulation and audiences to the Croatian Chamber of Commerce, these data are not (easily or at all) available to the general public. Although the Council for Electronic Media finally (since 2008) has a regulation on the criteria for the award of stimulus funds from the Fund for the Plurality of Production in the Local Electronic Media, the criteria are confusing and difficult to translate into a point system. In the previous year, 130 radio stations 15 television sta-

tions received stimulus from the fund. Once again, the report of the Council for Electronic Media (VEM) did not include any report on actual results produced by the stimulus program in the past timeframe (except at an anecdotal level). It really makes it seem that the Fund, despite great intentions, is only way of redistributing the subscriptions that citizens pay for public radio and television to the commercial media – amounting to more than 28 million kuna in 2007.

There is a high degree of concentration in the television market in Croatia: in 2008 the three strongest channels (HTV 1, RTL and Nova TV) together had 74.9% of the market audience and over 90% of the advertising market. The newspaper market is also highly concentrated – the C 3 share in editions is 63.7% for 2008. The market for new media is also highly concentrated: in internet access HT is in the dominant position with around 80% market share. Public television significantly contributes to the diversity of what is offered in television programs because it broadcasts a number of different genres and more of those programs with "high social value" than do commercial TV stations with national concession.

Local media in Croatia complement the offerings of national programs, although there are few non-profit media. Recently, on a normative level and through the efforts of civil organizations, conditions are being created for the faster development of these forms of media.

As the majority of frequencies for analogue radio and TV broadcasting in Croatia are divided, the distribution of

frequencies, impartiality and transparency of the competent regulatory authorities has to be analyzed in the digital sphere. The public does not yet know how the digital cake in television and radio broadcasting will be divided in Croatia, although there is a national strategy and activities in this direction (see abstract 5).

Although in 2007 the VAT on newspapers was reduced from 22% to 10%, publishers sought a zero rate this past year. The 1997 change of the Electronic Media Act (ZEM) introduced the obligation of state administration bodies to have 15% of their total annual amount spent on advertising be in the programs of regional and local electronic media, and that media must notify the Council for Electronic Media (VEM). Today there are no restrictions on media business operations (as was the case in the 1990s).

Indicator 3: The Media as a Platform for Democratic Discourse

Nada Zgrabljić Rotar

In this section we study the elements that influence the construction of the media as a platform of democratic discourse in Croatia, based on UNESCO's indicators for the development of democratic media. Democratic discourse assumes a specific way of organization of the media and a specific use of the media in the process of receiving, production and distribution of information and other symbolic media content. Democratic structure of the media space is a civilisational value for which there is no

alternative in the modern international community, and it is based on international and national media policy and legislation, professional self-regulation and a participatory public. Croatia, as a candidate for the European Union, accepts the international standards and includes them in its laws and regulations, but has its own specific history of political and democratic development, and in this context, we investigate the achieved level of democratic media culture. This indicator encompasses the analysis of the following: a) how and to what extent media organizations reflect social diversity, b) a model of public service; c) the effectiveness of self-regulation; d) demands for justice and impartiality; (e) the degree of confidence that the public expresses towards the media; (f) the safety of journalists. The research results are as follows: A) To a certain degree, Croatian media organizations uphold social diversity through the representation of national minorities in the programs of public television and radio, the presence of the language of national minorities in the media, and the employment of minority groups following gender and ethnicity. In Croatia, there are 22 national minorities, which make up 7.5 percent of the population. According to the law which governs HRT, Croatian Radio and Television is obliged to produce and/or air programs intended to inform members of national minorities in Croatia. Practice shows that for now, about 1% of programs on the radio are produced for national minorities, and public television has only one specialised program, presenting reports to minorities within the overall program. About fifty newspapers for national minorities in Croatia are financed from the national budget. The indicator of employment shows that the public broadcaster employs about 20% more men than women, and women are more likely than men to perform jobs in radio and TV programs, and less in editorial positions. Research is lacking for more detailed findings. B) Indicators of the Croatian public service show that through the Law regarding HRT from 2003, European standards for democratic practices at the level of legislation, self-regulation and other rules were adopted. By law, public radio and television is guaranteed independence, no influence of politics, and technical potential. Its work is the responsibility of its founder – the Croatian Parliament, rather, the public through the HRT Council which is elected from the ranks of civil organizations and the public. However, only the politicians, or rather the party which is in power, decide who will be chosen for the Council, which then appoints the directors and editors, and which then the public service again returns to the jurisdiction of politics. C) Self-regulation of the Croatian media space is explored in the framework of formal and practical achievements. At the formal level, it can be argued that at the level of the journalistic profession there exists an umbrella association, a code of ethics, and a body to monitor the implementation of the code. However, in practice, there are great problems in the effectiveness of self-regulation within the existing Croatian public and commercial media. Dialogue is missing between the journalist profession,

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media owners and the authorities, resulting in the fact that most media have not accepted the collective agreements. Mechanisms for the suppression of violations of workers' rights and freedoms of journalists, such as an Ombudsman Institute, are not developed. D) Like the majority of national governments, through its legislation, the adoption of realized European standards of media policy based on the activities of institutions such as the Council of Europe, the European Commission, UNESCO and other countries, Croatia incorporated the requirements of fairness and impartiality that are based on the recommendations and the positive experience of the international community and measures to be taken in the pre-election advertising into its media and other laws. Research is not numerous, but that which has been conducted does not indicate that there are large discrepancies between the media laws and media practice. E) In Croatia, the level of public confidence in the media is lower than in many countries in Europe: 35% of Croatian citizens believe in the integrity and the quality of the media and 54% have no confidence in the media. F) The safety and security of journalists are important indicators of the democracy of the media landscape. In the Croatian media landscape, during the last decade journalists were exceptionally unsafe, especially journalists in investigative reporting who wrote about political corruption and economic crime. This situation has led to great uncertainty of journalists and self-censorship. The Croatian Journalists' Association and The Society of Investigative Reporters of the Association in 2008 released a document entitled "White Book" which is a chronology of the attacks on journalists in Croatia from 1992 – 2008, and where the names of more than 40 journalists are cited who were attacked in various ways. Based on the conducted research of indicators, it can be concluded that through legislation, the media in Croatia have adopted the basic requirements for the construction of the media as a platform of democratic discourse. However, self-regulation and media practice can still be improved in many segments towards the direction of this goal. Media politics at the level of state activity in the insurance of legislation and regulations has a fundamentally conformed relationship with international standards, but there is a possibility of political control over media. Media practice at the level of law enforcement in media organizations and through professional activities, and self-regulation of the profession, generally is not on par with international standards of freedom, security and independence of journalists. The public and civil society does not show interest and is not motivated to participate in creating a democratic space with developed media neither through efficient supervision of the implementation of media laws nor through organizing initiatives or strategies.

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Indicator 4: Professional Capacity Building and Supporting Institutions That Underpin Freedom of Expression, Pluralism and Diversity

Gordana Vilović

Analysis of the status of journalism as a profession in Croatia takes place in the context of the extremely difficult circumstances of the world recession processes, so the usually complex situation for the average journalist in Croatia (the instability of work engagements, the dictates of advertisers and pressure from media owners for profit, unsigned collective agreements, the absence of editorial statutes, underpayment of many journalists who have multi-year part-time positions in their newsrooms, the frequency of the "escape of journalists" from traditional media to *on-line* or the *blog-sphere),* has put further pressure on the position of the journalistic profession. In this context, considering the question of education, training, workshops, improving acquired knowledge or emphasis on lifelong education programs, especially in this profession does not come at the right time, because, in short, it is important just to survive. However, the issues of continuous professional development, training and education are exactly proportional to the level of professionalism in the field of journalism. In this sense, indicator 4 is trying to determine the state of educational structures, ways in which permanent or ad hoc training sessions for journalists are implemented and finally, how journalists realize and protect their basic labour rights as a precondition to even be able to consider investing in education, and in this respect, to send their requests to media owners and publishers.

Data regarding the education of Croatian journalists organized by the Croatian Journalists' Association (HND) show that the number of higher-educated journalists is slightly higher among members of this professional organization in relation to journalists with secondary education. This analysis establishes an illogical state – that while more university level studies and other higher educational institutions have dedicated themselves to training future journalists – this fact has in no way contributed to an improvement of vocational education structure in the newsrooms or in the membership of the leading professional organization.

In addition to basic higher education, in every profession, thus including journalism, there is a need for constant additional training. But in a time where there is significant change in practical journalism, which some even call a revolution – the convergence, i.e. unifying of different media technologies to create entirely new products – the need for training, workshops or improvement is imperative. According to available data, such training is insufficient in Croatia or such additional forms of education are reserved only for selected journalists and editors of major media outlets. Since the introduction of the Journalism Workshop in 1998 by the Croatian Journalists' Association, the quantity and forms of professional development have been significantly reduced. Foreign donations, which financed most

of this form of vocational training, are no more, and in the meantime, publishers have not recognized the need to finance and continue with these programs resulting in the fact that in 2008 the International Centre for the Education of Journalists noted only six programs for journalists. To illustrate, earlier the annual average for these programs was around 30.

Judging by the number of university studies and colleges for the education of journalists in Croatia today, we can conclude that there is an undoubtedly huge interest in registration by new generations of students. For example, all Croatian universities (Zagreb, Zadar and Dubrovnik) closed the registration of the new generation of students during the summer enrolment period. It is the same in other private higher education establishments, despite the high tuition fees. Enrolment was also completed in record time. Despite difficulties in finding employment, bad reputation and the perception of journalism and journalists, young people still find the call to journalism attractive. Without going into detailed curricula of existing studies, it is obvious that a future study of the motives of studying journalism at the national Croatian level would give answers to some of the questions that have been raised regarding the appeal of the field to students. The sobering of students of journalism regularly begins when they join the newsroom where problems of Croatian journalism today are reflected most strongly.

In addition to the Croatian Journalists' Association as the main professional organization, the Union of Croatian Journalists occupies a key position in the fight for the position of journalists. The Union of Croatian Journalists as well as the Croatian Journalists' Association, is aware of the general poor media environment in which journalists operate today. Through successive warnings about the problems that face journalists, the journalists 'union can only partly sensitize the public about the subject, but in the long-term employers and media owners – primarily through the protection of journalists' rights through the frame of collective agreements – can contribute to shifts for the better and guaranteed social security.

Finally, the role of a functioning civil society, which should be the strongest and most loyal partner of the journalistic profession in promoting media freedom and media credibility, is important. What is worrying is the fact that the media, probably because of a desire to increase (today!) their very modest editions, engage in speculation and distortion of information which reduces their indispensable role in the development of democracy and the users' trust of the media. Hence the role of civil society organizations and nongovernmental organizations that through constant monitoring and warning could contribute to the quality of media content by raising public confidence in the media.

Indicator 5: Infrastructural Capacity Is Sufficient To Support Independent and Pluralistic Media

Tena Perišin

Croatia is a country with more than 3,000 registered journalists, 4 national terrestrial television channels, 23 local and regional television stations, 150 radio stations, more than 950 newspapers, all for 4 and a half million inhabitants. Croatian citizens do not have problems with access to the media. More and more people use the Internet, according to latest figures, almost 47% of the population.

Citizens of Croatia still receive most information through television, which means that television is the most widespread media in Croatia. National TV stations, public television HRT and commercial Nova TV and RTL are equipped with modern technology, they have digitalised the production of programming, and they are preparing for full transition to digital broadcasting, foreseen in 2011. Public as well as commercial television and radio publish their content on the Internet. Dominant trends in the world's newsrooms such as cross-media production of content have entered into Croatian newsrooms as well. Content is distributed and spread through different media platforms and in different media forms. Content producers are constantly faced with new technological challenges through which they may convey their content. The Večernji list newspaper won the "Cross Media Award" which is given out by the international journalists' association IFRA.

Technological progress has enabled the participation of readers, listeners and viewers in the creation of content. Croatian media has been happy to accept this possibility as well. RTL's central news in their regular news has a segment called Your News in which they publish images and information that the public has sent them. In this aspect, the newsroom of the newspaper daily 24 hours has gone quite far, by regularly publishing recordings of readers on their Internet portal. The publisher of the daily tabloid newspaper "24 hours", which is owned by the same company that holds the traditionally most-read daily newspaper Večernji list, has also launched Internet television. On a daily basis they produce news that is aired and constantly repeated on television receivers of citizens who watch the program through the IPTV service MAXtv, which allows for watching of television only with a telephone connection. MAXtv already now allows the reception of digital television, a digital video store, HD reception, recording, etc.

As they say themselves, "24 hours" initiated the first television news channel and internet reality television, and with this overtook public television, which was the first to announce the launch of specialized channels, both news and sports. In fact, it was three years ago that HRT announced the launch of specialized terrestrial channels, but it was prevented by complaints from the commercial televisions RTL and Nova TV, which considered this move to be anti-competitive. Although within the Law on HRT it holds that HRT has the

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right to run specialized channels, the lack of distinction and precise legal provisions allowed for different interpretations of two key laws – the Law on Electronic Media and the Law on HRT. The case has not yet been resolved, and public television HRT now lags behind smaller, more flexible, producers of media content, which have launched 24-hour channels through cable television or via IPTV.

When it comes to local television stations, despite the fact that television technology is becoming more accessible, local television stations have financial difficulties, which prevent the production of quality television programs. They face many struggles finding the financial resources necessary to pay the salaries of their people. So far there have not been any examples of an effective association in smaller communities of local newspapers with radio and television stations in order to overcome financial difficulties.

Taking into account standards, the prices of domestic and foreign newspapers in Croatia are too high. Newspapers have seen a decrease in readership due to greater use of the internet as well. Newspaper publishers are hiding the numbers of copies sold, but there are signs that the editions of the newspapers with the highest circulations in Croatia (Večernji list and Jutarnji list) have been the lowest so far. This trend has already been noted in the 2006 report published by the European Journalism Centre. Newspaper companies are investing in multimedia in an attempt to keep selling news on other platforms as well.

The media certainly has sufficient infrastructure to support independent and pluralistic media, however, in Croatia, day in and day out it is apparent that the technological equipment that allows journalistic activity and the availability of media, and does not directly guarantee freedom and pluralism. In a ruthless race for profit, there is less and less journalistic content in Croatia that is the result of investigation, analysis and the desire for new and unbiased information. Foreign corporations have brought with them modern technology, but they have not brought the type of media that exists in the countries that they come from. In Croatia, most of the newspapers are owned by two foreign corporations, WAZ and Styria, who say that they do not interfere in editorial policy of their newspapers as long as they are making a profit. A consequence of the need for quick profits is a market with more and more tabloids, and leading dailies such as the Jutarnji list and Večernji list are increasingly involved with scandals and sensations. Many established journalists have left the newsrooms of these papers because they could not get enough space for analytical articles, and have moved to internet web portals. Blogs, forums, and particularly Facebook, are more and more frequently the forum for civil actions and initiatives, but also for the "dissemination" of journalistic articles which can not penetrate circulated newspapers.

Despite children's diseases that accompany the technological and information revolution in Croatia, it can be said that Croatia has a coherent strategy when it comes to information

technology in all segments, including that in previously marginalized communities. The Croatian government has adopted a program for e-Croatia, which aims to transform Croatian society into an information society. The program includes, among others, a strategy for conversion from analog to digital television that provides for a full transition to digital broadcasting by January 1st 2011 and an action and implementation plan for broadband internet development in Croatia.

RECOMMENDATIONS:
NEW MEDIA AGENDA FOR
CROATIA 2009

PUBLIC AGENDA

1) Censorship has to stop no matter in which form it appears and no matter what we call it. Preventing the presentation of timely and accurate information is undoubtedly one of the key violations of the constitutional order of the Republic of Croatia and these fundamental freedoms must begin to be respected on an absolute level.

2) The right to information, although protected by law, is still incomplete and therefore subject to free interpretation without punishment. In addition, this important law has to begin functioning in practice.

3) It is recommended that the Council and the Agency for the Electronic Media promote transparency of the media landscape. It is further recommended that data sources and information on the work of the Croatian media be publicly avail-

able. It is necessary to ensure transparency of ownership (legislative and practical) and to prevent media concentration and monopoly in the media market. In fact, it is concentration and monopoly that leads to increased control by the owners over the media, which significantly affects the freedom of information.

4) In a legislative sense, it is necessary to further tighten the terms of the Labor Act, which should more significantly protect the rights stemming from an employment contract.

5) It is necessary to reinforce the practical application of the provisions on the protection of the rights of children in the media. In fact, juveniles are frequently exposed to inappropriate television content, and despite repeated warnings from other (primarily print) media, practically little is done to protect the rights of the youngest since everything remains on the level of empty threats of withdrawal of concessions and occasional mild penalties. Here again, one can speak of the influence of owners coupled with their ties to politics which are not evident, but are real.

6) All media must bring a statute that would guarantee the rights of journalists to participate in decision-making in the newsroom and again, this must be implemented in practice.

7) The degree of vulnerability of journalists in Croatia is alarming and this has an entire range of harmful consequences for the development of democratic processes in the me-

dia. It is recommended that on all social and political levels, the issue of safety of journalists in the country is made an issue of highest priority.

8) Improve media legislation in order to precisely define the guidelines for the development of technological and information infrastructure and their role in distributing content on different channels and through different platforms.

9) Define the relationship between public and commercial television and precisely define the rules regarding the appearance of new producers of content that take up space on the internet, keeping in mind the recommendations of the Council of Europe to ensure the enlargement of public television on digital channels.

10) The Electronic Media Act should clearly define the area of new media and the production of content on multiple platforms.

11) It is necessary to clearly define the obligations of the members of the Council for Electronic Media, as well as to define the obligation of regular delivery of information on technological equipment of individual radio and television stations, and insight into whether they produce content for other platforms. Council members should have make public the accurate data on what incentive funds from the Fund for Pluralism and Diversity of Media are spent on.

12) Ensure the implementation of legal provisions on transparency of data on media owners, programs, audiences, and advertising, in a way that allows the public easy access to this information (publication on the Internet).

13) Ensure public openness and transparency of the work of regulatory bodies and bodies vested with public authority (Council and Agency for Electronic Media, the Council and the Agency for Postal and Electronic Communications, the Register of Print Media in the Croatian Chamber of Commerce) and the decisions and activities that carried out (publication on the Internet).

14) Establishment of joint bodies or an agreement between publishers of print and electronic media on the joint publication of data on actual amounts and shares in advertising, and the audience, as is customary in democratic countries.

15) Ensure that in future allocation of radio frequency (analog and digital) the Council for Electronic Media takes into account the need to encourage non-profit community media.

16) It is necessary to ensure the smooth establishment of digital channels for public radio-television, in accordance with the recommendations of the Council of Europe on public television in the digital age and the protection of media pluralism and diversity.

17) It is necessary to ensure the unimpeded growth and stable public funding (through subscription like up until now) of public television, and to further enhance its contribution to social cohesion.

18) In a small and highly concentrated media market as is the Croatian

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market, it is necessary to maintain and improve incentives and measures of media policy for the protection and development of pluralism and diversity of media and media programs, to ensure a further positive role of media in democratic society

CIVIC AGENDA

1) Civil society must be involved in creating media legislation as well as media content that will ensure representation of all parties in the media system. It is recommended that the role of public oversight of public television be strengthened through existing mechanisms provided by law, by specifying and respecting the authority of the HRT Council and by strengthening activities and initiatives of the civil sector.

2) Nongovernmental organizations should be encouraged to work on media monitoring and to follow-up and be critical of all the contents from which one can reads a full disregard of the audience or even evident discrimination against certain categories of minorities. Since in Croatia a Media Council does not exist as a state regulatory body that serves the public and users of media, it is then recommended that nongovernmental organizations continue to quickly respond to unethical acts and errors that pose a risk for the development of a healthy democratic society.

3) It would be good to match the representation of national minori-

ties on public television and public radio with the percentage of minority population in Croatia, according to the numerical representation of minorities, and to ensure linguistic diversity in public television programs and regional centers, in accordance with EU requirements for encouraging multiculturalism and diversity of programming content.

4) Newspapers must cover all areas of life and interests of national minorities and thus in this way contribute to multiculturalism and diversity of content, and break the civil and social stereotypes that are based on ethnic difference. Newspapers should not deal with minorities (and other nationalities) only at the level of political party communication or at the level of sensationalism and scandal. Through this they do not contribute to the affirmation of the democratic role of media in society.

5) Press in the languages of national minorities that are financed through the national budget and which now number around 50, are an important political contribution to the idea of protecting culture and language, meet EU standards and requirements, and further public support for their publishing is recommended.

6) The practice of employment on public television and public radio should be transparent and available not only in the quantitative dimension, as in the number of employees, but also through the analysis of jobs and income that men attain and that women attain. It is rec-

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ommended that this enters into the annual report of HRT to parliament and parliamentary committees.

7) It is recommended that self-regulation of the journalistic profession be strengthened by intensifying the role of existing bodies and also through the establishment of an Ombudsman for the Media and a Media Council.

8) Publishers and media owners are the key persons who can contribute to improving the status of journalists in the Croatian media in several ways: first of all, by encouraging the adoption of normative acts (statutes of the newsroom, the signing of collective agreements, etc.) and mechanisms that ensure the fair treatment of all employees within the newsroom: from those with management contracts, to those journalists who are regular taxpayers to young journalists who are often discouraged by the belief that journalism is a noble profession.

9) Publishers should strictly divide editorial work from media ownership and the obvious complicity within the marketing departments in regards to privileged advertisers and they should reach agreement on the joint publication of data about circulation, advertising, media audiences and revenues, as is common in developed democracies.

10) It is recommended that the Union of Croatian Journalists and the Croatian Journalists' Association, as two key professional journalism organizations, coordinate and jointly act towards protecting the

rights of media workers, particularly today when the overall economic crisis is an excuse for cancelled contracts for reporters, editors and editors in chief. Unified joint public responses by the leaders of the Union of Croatian Journalists and the Croatian Journalists' Association could have a much stronger resonance and final consequences.

EDUCATIONAL AGENDA

1) The education structure of Croatian journalists is not satisfactory, despite the existence of a large number of university studies in journalism and communication. The establishment of life long learning for journalists is recommended.

2) Prominent journalists who have attained the highest education degrees and who are also practitioners should be included in the education process in all studies of journalism, because a combination of academic knowledge with the practice of journalism would be the best profile of a teacher with authority, especially in professional subjects. Flexible models of employment of such journalists should be developed at universities.

3) It is recommended that the Croatian Journalists' Association intensively work on additional courses for improvement and training of journalists and editors of all profiles, and link with European networks of professional and non-governmental organizations from

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Europe and the world that are focused on improving journalism.

4) It is recommended that journalism studies departments establish an open dialogue with the media outlets and newsroom about their needs and methods of journalist training.

SCIENTIFIC RESEARCH AGENDA

1) A public and professional debate should be started on the development of the Croatian media system, especially in matters of digitization, with participation of journalists, media researchers, and sociologists, in addition to engineers and technicians.

2) It is necessary to encourage public debate, research and monitoring of the media and their technological structure, in relation to their impact on pluralism, democratization of the media and the development of independent media

3) It is necessary to conduct studies on the extent of media freedom in Croatia and make the general public aware of the results; this would increase the insight of the public into the state of the media system and improve their critical media literacy.

4) Research and analysis of the media market and industry, audiences, and advertising, as well as structural and programmatic diversity and pluralism of media content should be regularly conducted. For a comprehensive review of the Croatian media system and the development of media strategy, it is important to continually conduct empirical research with quantitative and qualitative methods.

5) Independent research on reception, readership and the actual cultural role of the media should be supported. Research is also needed on the contribution of minority newspapers to members of minorities in the cultural and multicultural sense, and how much their needs for social participation are met, and in this sense, to evaluate this practice and to open dialogue for new strategies.

6) It is recommended that all research on the Croatian media system be made publicly available.

International Expert Round Table "Mass Media as an Important Factor in Establishing Interethnic and Inter-religious tolerance, understanding and cooperation in the Balkans", Belgrade, November 3, 2009, European Center for Peace and Development (ECPD) of the UN University for Peace

The media have a key role in preventing conflits in the Balkans and in establishing the basis for reconciliation among nations, but there is still not enough understanding and cooperation among journalists, officials, activists, religious and ethnic leaders about the modalities which would transform this influence into a positive one – this is one of the key conclusions of the International Expert Round Table entitled "Mass Media as an Important Factor in Establishing Interethnic and Inter-religious tolerance, understanding and cooperation in the Balkans", organized on November 3 in Belgrade by the European Center for Peace and Development (ECPD) of the UN University for Peace.

The participants underlined the damaging impact which some media had during the 1990s on inciting conflict in the former Yugoslavia and they called for the respect of professional journalism norms, as well as for better interaction among all participants in the reporting process on national and religious issues.

The basic aims of the round table were: a) to *identify the key problem areas*, specific needs and room for improvement of cooperation between the media on one side, and ethnic and religious communities on the other; b) to *engage in a durable multi-disciplinary dialogue* on the theme among journalists, academics, experts, officials and representatives of various organizations and communities;

The gathering was organized within the ECPD program entitled "*The Balkans in the 21st century – Ways Leading to Peace and Stability in the Balkans",* an umbrella programme for a number of research projects and educational programs.

The approach of the roundtable was multi-disciplinary and it sought to host authoritative representatives of all actors impacting on the quality of reporting on ethnic and religious communities in the Balkans: around 100 active participants, observers and students from 14 countries, including all former Yugoslav republics (16 representatives of universities and scientific institutes, 16 journalists and representatives of press associations, 13 members of NGOs, foundations and international organizations, ten diplomats, five high-ranking representatives of the Church and the religious communities…).

Following the opening word by the president of the ECPD Academic Council, Ambassador Takehiro Togo, as well as the welcoming word by the Bishop of Budimlje and Niksic of the Serb Orthodox Church, Joanikije Micovic, an opening address was given by the Belgrade Catholic Archbishop Stanislav Hocevar, the initiator of the gathering, who underlined the connection within the "triangle media-Balkans-reconciliation", and argued that the Church and the religious communities should work together with the media on the reconciliation of the Balkan nations because "without forgiving no conflict can be solved".

The discussions were divided into four sessions.

The *first session* was devoted to a review of the recent history of the problem, the roots of the problem and the current situation. The participants discussed the possibility of respecting journalism ethnics in the situations of interethnic and inter-religious tensions, as well as the question of penal responsibility of journalists for breaches of peace. The debate opened the opportunity for different, often sharly opposed views not only on the past, but also on future steps.

The president of the Association of Journalists of Serbia (UNS), Ljiljana Smajlovic, condemned the initiative of the Serbian Prosecutor's war crimes office to launch an investigation against certain journalists who are suspected of having contributed to inciting hate by their reporting during the 1990s. She said UNS was against the manner in which the prosecution was dealing with this issue, adding that it would be very difficult to es-tablish a journalist's responsibility for something that happened 20 years ago. The opposed view was taken by the president of the Independent Association of Journalists of Serbia (NUNS), Nadezda Gace, who said that it was still not too late for prosecution. The professor at the Department for Information and Communication at the University of Zadar, Nada Zgrabljic-Rotar argued that there was still not enough discussion in the Croatian media about some sensitive issues, such as the question of financing religious communities. This was, she said, the consequence of the unfinished transition.

The *second session* was be devoted to the problem from the viewpoint of the media. Using concrete examples from the media of their places of origin (Belgrade, Podgorica, Sarajevo, Zagreb, Bijeljina, Pristina, Rome), the journalists themselves took a look at the problems of their profession and at manners in which they were facing them. Slobodan Reljic, a long-standing editor at the Serbian newsmagazine NIN, was sceptical about the possibilities that expert roundtables could contribute to improving reporting. "The owners of the media are thrown to the market and their space for manoeuver for themes which are not overwhelmingly attractive to their readers or viewers is very small. These are the themes about which advertisers do not care. To the contrary, how would you convince someone whom you are preparing for the difficult resolution of the conflicts in the Balkans to buy anti-age creams or vitality drinks?", Reljic asked.

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The *third session* was devoted to the viewpoint of the Church and the religious communities. A special attention was given to the fact that all religious dignitaries harshly criticized the reporting of the media, but also expressed willingness and concrete proposals to improve cooperation. They argued that the media should report with greater sensibility about the activities of religious communities, in particular when dealing with the most important questions in the society. The Rabin of Belgrade, Isak Asiel, said that the media have to be taken accountable also for non-publishing news items which are important for the sensiblity of religious communities, while the secretary of the Islamic community of Serbia, Eldin Asceric, criticized the media for using the pictures of mosques even when reporting about events non-related to religion. "This is happening when there are reports about criminals of Islamic faith. By publishing the picture of a mosque in such an instance, are we insinuating that Islam is propagating criminality?", Asceric asked. The Bishop of Budimlje and Niksic Joanikije criticized the public broadcaster of Montenegro for its approach towards the Serb Orthodox Church.

During the *fourth session*, the primary word was given to experts, NGOs and academics, who gave their own views on the improvement of cooperation between the media on one side and the religious and ethnic communities on the other side. During this session, but also the final debate which followed, a number of concrete problems about media reporting were idenfitied, and several ideas put out. These ideas can be best summarized by the word education – of journalists, as well as ofcommunicators from the religous and ethnic communities.

The next step of the European Center for Peace and Development of the UN University for Peace will be to publish the proceedings from the round table, in a joint publication which will comprise the results of the ECPD international conference on reconciliation and human security, held in the Brioni islands on October 29 and 30, 2009.

The second step will be the formation of a Permanent international study group, which will consist of several participants of the round table, and which will work towards coordinating further work and preparing an international conference on the theme, planned for the Autumn of 2010.

The group will work on an internet resrouce which will be the fruit of work of the round table and later work, contributions, ideas and debate. Such a resource – of use to journalists, officials, experts, communicators, associations, NGOs, as well as religious and ethnic communities – would be an original, practical contribution to peace, understanding, cooperation and development in the Western Balkans.

Aleksandar Mitić

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The Future of Information Sciences – INFuture2009: Digital Resources and Knowledge Sharing, Odsjek za informacijske znanosti Filozofskog fakulteta Sveučilišta u Zagrebu u suradnji s IBM Hrvatska, Zagreb, 4.-6. studenoga 2009.

Od 4. do 6. studenoga 2009. godine održana je druga međunarodna konferencija pod nazivom "Budućnost informacijskih znanosti – The Future of Information sciences" skraćeno INFuture (http://infoz.ffzg.hr/INFuture). Konferencija INFuture2009 pod nazivom "Digitalni izvori i zajedničko korištenje znanja" (engl. "Digital Resources and Knowledge Sharing") druga je u nizu INFuture konferencija u organizaciji Odsjeka za informacijske znanosti Filozofskoga fakulteta u Zagrebu, ovog puta u suorganizaciji s kompanijom IBM Hrvatska.

"Budućnost informacijskih znanosti" predstavlja niz konferencija koje se održavaju svake dvije godine, a namijenjene su istraživačima, stručnjacima, poslovnim ljudima i voditeljima projekata iz šireg područja informacijskih znanosti i srodnih struka.

INFuture konferencije istražuju ulogu informacijskih znanosti i srodnih područja kroz različite aspekte: tehnološke, obrazovne, istraživačke, organizacijsko-komunikacijske, kulturološke i poslovne, proizašle iz razvoja tehnologije, tržišnih potreba, europskih razvojnih smjernica, znanstveno-nastavnog rada i situacije u Hrvatskoj. Osnovni cilj ovih konferencija jest okupiti stručnjake iz akademskih institucija, vladinih udruga, agencija, kompanija i istraživačkih centara kako bi se stvorila platforma koja bi omogućila razmjenu teorijskih postavki i praktičnih iskustava.

Na konferenciji INFuture2009 održano je oko 80 izlaganja, te je učestvovalo oko 140 sudionika iz Hrvatske i europskih zemalja: Italije, Njemačke, Nizozemske, Belgije, Ujedinjenog Kraljevstva, Slovenije, Bosne i Hercegovine, Srbije, iz Indije, Irana, a također iz Sjedinjenih Američkih Država i Kine. Na konferenciji su sudjelovali i brojni predstavnici institucija unutar Hrvatske: fakulteta i veleučilišta, privatnih visokih škola, knjižnica, zatim iz tvrtki IBM Hrvatska, Ericsson Nikola Tesla, Instituta Ruđer Bošković, Microsofta, T-mobile-a, Agencije za lijekove medicinske proizvode, Američke međunarodna škola u Zagrebu, Nacionalne i sveučilišne knjižnice, Hrvatske novinske agencije HINA-e, Ministarstva kulture RH, Muzeja moderne i suvremene umjetnosti, Hrvatskog državnog arhiva, Sveučilišne bolnice Rebro itd. Radovi su međunarodno recenzirani i tiskani u publikaciji i na DVD-u.

Konferencija je trajala tri dana, 2 dana u Hotelu Palace Zagreb i treći dan na Filozofskome fakultetu u Za-

grebu. Dan prije konferencije održane su, kao preddogađanja konferenciji, dvije radionice. Prvu pod nazivom "Knowledge: Making it Work" je održao Bob Bater na temu upravljanja znanjem (engl. *knowledge management*). Drugu radionicu pod nazivom "The use of Web 2.0 Tools in the Design and Implementation of Pedagogical Activities for e-Learning" je održalo ukupno 11 različitih domaćih i stranih stručnjaka. Na ovim radionicama je učestvovalo ukupno oko 50 sudionika.

Tijekom tri dana konferencije, posebna pažnja posvećena je digitalizaciji kulturne baštine i jezičnim tehnologijama u humanističkim znanostima, otvorenim izvorima i poslovnim rješenjima. Konferencija je bila podijeljena u sljedeće tematske cjeline: (1) Pozvana izlaganja, (2) Digitalizacija i očuvanje, (3) Korištenje otvorenih izvora i rješenja u kulturnoj baštini (4) Korištenje informacijskih izvora u istraživanjima i obrazovanju (5) Jezične tehnologije, (6) Virtualno okruženje u obrazovanju, (7) E-usluge, e-upravljanje i poslovne aplikacije, te (8) Upravljanje znanjem.

Osobiti doprinos ovome događaju dali su pozvani predavači Steven Krauwer (voditelj CLARIN projekta, Sveučilište Utrecht) i Alexander Fraser (Sveučilište Stuttgart) na području jezičnih tehnologija. Chiara Cirinna i Maurizio Lunghi (DigitalPreservation-Europe, Firenza) istaknuli su važnost dugoročnog očuvanja digitaliziranoga gradiva i kulturne baštine u e-obliku. Bob Bater (konzultant iz područja upravljanja znanjem, London) i David Bawden (City University London) prikazali su smjernice budućega razvoja informacijskih znanosti dok je John Akeroyd (konzultant iz područja upravljanja informacijama, London) govorio o informacijskoj arhitekturi i e-vladi.

U okviru konferencije, trećeg dana, održan je i okrugli stol "Sustav digitalne pohrane – nacionalna razvojna strategija" na kojem se diskutiralo o potrebi izgradnje istraživačke informacijske infrastrukture u području društveno-humanističkih znanosti, ali i šire. Okrugli stol je održan u suorganizaciji Odsjeka za informacijske znanosti Filozofskoga fakulteta Sveučilišta u Zagrebu i Instituta Ruđer Bošković, u okviru projekta DARIAH, a na njemu je prisustvovalo oko 60 sudionika.

Kontakt osobe za konferenciju, popratne događaje i suradnju su prof. dr. sc. Sanja Seljan (sanja.seljan@ffzg.hr) i doc. dr. sc. Hrvoje Stančić (hrvoje.stancic@zg.t-com.hr).

Sanja Seljan

Andi Zeisler, *Feminism and Pop culture,* Seal Press, Berkley, 2008., 183 str.

Feminism and Pop culture je prva knjiga suosnivačice časopisa *Bitch: Feminist Response to Pop Culture*, i prema vlastitom priznanju, velike ovi-snice o popularnoj kulturi Andi Zeisler. U ovoj knjizi Zeisler piše o isprepletenosti, međuovisnosti i međusobnom utjecaju popularne kulture na

feminizam i feminizma na popularnu kulturu od 1940ih godina do danas. Autorica se bavi i reprezentacijom žena i djevojaka u različitim žanrovima popularne kulture, kao i načinima korištenja popularne kulture za rušenje nametnutih stereotipa.

Knjiga se sastoji od pet poglavlja. Prvo poglavlje je uvod u temu knjige, a u ostala četiri poglavlja autorica daje povjesni pregled međusobnog utjecaja feminizma i populrane kulture u Sjedinjenim Američkim Državama (SAD). Žanrovi popularne kulture na koje se osvrće u knjizi su: oglašavanje, filmovi, televizija, glazba i tiskani mediji.

Na samom početku prvog poglavlja *Pop and Circumstance: Why Pop Culture Matters* (Pop i okolnosti: Zašto je pop kultura važna) autorica čini napore kako bi definirala popularnu kulturu te kaže "da je to lakše reći nego učiniti" (1) jer definicija popularne kulture uvelike ovisi o onome tko je definira i definira li se u odnosu na nešto primjerice visoku kulturu ili ekonomiju. Zeisler ipak kreće od najjednostavnije definicije pop kulture kao "kulturalnog proizvoda koji ima masovnu publiku" (1). Kao primjer u prilog ovoj definiciji navodi različite televizijske kuće koje prozvode serije i filmove, radio, modni i trač časopisi, reklame, društvene igre i igračke, reklame.

Ono što je po autorici važno razumjeti kada se govori o popularnoj kulturi je njezin utjecaj na oblikovanje naših stavova i načina života. Upravo stoga u velikoj mjeri u ovom poglavlju Zeisler se bavi pojmom "muški pogled". Autorica smatra da "muški pogled" utječe na žensko poimanje po-

pularne kulture, te žena samih. Za Zeisler ovo je ključan pojam za razumijevanje odnosa popularne kulture i feminizma. Kod "muškog pogleda" radi se o percepciji slika u umjernosti ili u različitim žanrovima popularne kulture. Žene te slike gledaju kroz mušku prizmu iz jednostavnog razloga što su ih konstruirali muškarci. Zeisler nastavlja kako je za većinu žena prvo mjesto susreta s reprezentacijom vlastitog spola bila televizija, koja je od samog početka njihove uloge limitirala na uloge dobrih kućanica, brižnih supruga i/ili poslušnih kćeri.

Pri kraju prvog poglavlja Zeisler daje osvrt na to kako je razvoj ženskog pokreta bio prikazan u popularnoj kulturi. Autorica poglavlje zaključuje odgovorom na pitanje "Kako bi popularna kultura izgledala uz feministička poboljšanja?" (20). Odgovor koji daje je dvojak. S jedne strane smatra da žene ne bi bile svedene na prije navedene stereotipne uloge, ali s druge strane autorica je svjesna da više žene u industriji žanrova popularne kulture ne znači i kraj ovakvim stereotipnim prikazima. Ona se zalaže da mjesta popularne kulture ne reprezentiraju stereotipno žene, već da obuhvate sve dimenzije njihovih života.

U drugom poglavlju *American dreams, stifled realities: Women and Pop Culture in the 1940s, '50s, and '60s* (Američki snovi, zagušene stvarnosti: Žene i popularna kultura u 1940-ima, 50-ima i 60-ima) Zeisler je obuhvatila dugačko razdoblje velikih promjena u društvenom, političkom i kulturnom životu SAD-a u kojem je i populrana kultura imala svoje mjesto i ulogu. Zeisler navodi da se ono što mi danas smatramo "suvremenom popu-

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larnom kulturom – televizija i radio i film i oglašavanje – se dogodilo u ranim 1940ima usporedo s Drugim svjetskim ratom" (23). Godine 1942. pojavljuje se televizija, muškarci odlaze u rat, a mediji počinju pozivati žene obave svoju patriotsku dužnost, izađu iz kuće i pridruže se radnoj snazi. Slike žena u medijima i reklamama tog vremena su dvojake. S jedne strane prikazuju seksi i zavodljive pin-up djevojke čije se slike šalju muškarcima na front, a s druge strane ozbiljne i snažne žene za strojevima u tvornicama, koje sve mogu. Ova druga slika žena se počinje mijenjati završetkom Drugog svjetskog rata. Cilj je bio vratiti žene u kuće u njihove rodno zadane uloge i osloboditi radna mjesta muškarcima koji su se vratili iz rata. Zeisler navodi kako se ovakva reprezentacija žena nastavila u televizijskim serijama posebice tijekom 50-ih i prve polovice 60-ih godina prošlog stoljeća. Zeisler piše i o reprezentaciji žena u Hollywodskim filmovima posljeratnog vremena u kojima su žene bile većnom ili velike žrtvujuće majke ili fatalne žene. Ono što je po autorici utjecalo na ovakvu reprezentaciju žena u Hollywoodskim filmovima tog vremena je i tzv. Haysov kôd (*Motion Picture Production Code* – Kôd produkcije igranih filmova). Haysov kôd je postavljao moralne smjernice za filmsku radnju, reprezentaciju te granice za nasilje, seksualnos i golotinju. Ovaj kôd su donijeli Hollywodski studiji 1930. godine želeći sami postaviti zabrane umjesto da im to učini federalna vlada, budući da odlukom Vrhovnog suda SAD od 1915. godine igrani filmovi ne potpadaju pod zaštitu Prvog amandmana SAD koji jamči slobodu govo-

ra. Haysov kôd je ukinut 1968. godine i zamjenjen je sustavom gradacije filmova.

Zeisler se zatim osvrće na kulturu bunta koja je bila veoma popularna tema popularne kulture 1960ih godina u SAD-a. Kao primjere navodi fimove kao što su *Diplomac, Buntovnik bez razloga*, knjige *Lovac u žitu i Na cesti*. Međutim ona primjećuje je da je to buntovništvo bilo dozvoljeno samo muškarcima (koji su i glavni likovi gore spomenutih djela). Za razliku od njih djevojke su bile uhvaćene između želje za oslobođenjem od krutih nametnutih im uloga i "tradicionalnih nagrada za ženskost", kao što su ljubav i odobravnje porodice (42). Ovu mješavina želja kod djevojaka tog doba, prema Zeisler, je najizraženija u glazbi pojavom ženskih grupa i tzv. *groupies* koje su pratile bandove po turnejama.

Sredinu 1960ih označava pojava drugog vala feminizma koji je imao veliki utjecaj na popularnu kulturu. O tome Zeisler govori u trećem poglavlju *We haven't come a long way, and don't call me baby: the 1970s and '80s* (Nismo baš mnogo napredovale i ne zovi me baby: 1970te i 80te). Jedan od veoma dobrih primjera međusobnog isprepleitanja feminizma i popularne kulture u '70im godinama prošlog stoljeća, koje navodi autorica je vidljiv u reklamama. Oglašivači koristeći feminističke slogane pokušavaju privući pozornost ženske publike. Kao primjer autorica daje reklamu za cigarete Virginia Slims koje se reklamiraju kao cigarete isključivo za žene. Reklama prikazuje s jedne strane kućanicu s početka 20 stoljeća koja skrivečki puši u smočnici i mladu moderno obučenu

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ženu s druge strane, sugerirajući cilja-noj publici dugi put "oslobođenja" koji su prošle.

U 70-im godinama prošlog stoljeća počinju i prve ozbiljnije kritike femi-nistkinja na račun reprezentacije žena i svođenja istih na objekte ljepote i po-žude. Međutim industrija popularne kulture je tada uzvratila tako da je u medijima sve više počela pisati o oslobođenju žena, a njihova se pozi-cija mijenja i u filmovima i serijama. Zeisler veliki dio poglavlja posvećuje prikazu serija i filmova nastalih u 70-im godinama prošlog stoljeća. Zam-jetno je da žene dobivaju aktivnije uloge u njime te počinju igrati nešto mnogo više od dobrih supruga, brižnih majki i vrištećih ili uplakanih djevo-jaka. One postaju akcijske junakinje, osvetnice, policajke i zaposlene žene.

Kao još jedan od pozitivnih poma-ka za žene Zeisler navodi i izlazak femi-nističkog časopisa *Ms.*, prvo kao podlistka *New York* magazina 1971. godine, a zatim i samostalnog naslova godinu dana kasnije. Cilj *Ms.*-a je bio da unutar postojeće izdavačke indu-strije progura pitanja važna za suvre-menu ženu te se tako bavio i pitanjim predbračnih ugovora, politike i rase, kako navodi Zeisler.

Početak objavljivanja *Ms.*-a te nje-gov utjecaj na žene u SAD-u za Zei-sler je bio važan događaj u 70ima. Drugi jednako tako važan događaj za Zeisler koji se dogodio 1981. je poče-tak emitiranja MTV-a. Zeisler smatra da je, taj rani MTV "prezentirao nove i zapanjujuće slike rodnih uloga" (84) koji su uvelike izlazili iz klasične mu-ško ženske binarnosti. To je vrijeme kada su muškarci uvelike koristili šminku, a žene se oblačile u kožu, bile

buntovne i bježale od kuće. Barem u video spotovima.

Četvrto poglavlje *What women want* (Što žene žele), Zeisler započinje analizom filma *Fatalna privlačnost* kojim se "postavljaju novi standardi razljućivanja feministkinja" zbog ba-canja krivnje za prijeljub samo na je-dnu stranu, onu žensku. Autorica za-tim nastavlja prikazom televizijskih heriona 90ih koje više nisu bile savr-šene kućanice i supruge već istupaju iz tog okvira. Produkcija televiziskih se-rija (humorističkih i dramskih) u 90ima još veći fokus stavlja na zapo-slenu ženu u radnom okruženju (kao neke od primjera Zeisler navodi *Murphy Brown* i *Ally McBeal*). Među-tim ne samo na njih. Produkcija po-pularne kulture tog desetljeća stvara akcijske junakinje izmaknute iz opozi-cije karijera ili obitelj, kao što su *Xena*, *Buffy ubojica vampira* i mnoge druge. Krajem stoljeća počelo se sve otvorenije govoriti i o ženskoj seksu-alnosti kroz popularnu kulturu, a tome je uvelike pridonijela i planetarno po-pularna serija *Seks i grad*. Zeisler na-dalje smatra da su 90te bile godine moćnih žena kao što su Oprah Winfrey ili Queen Latifah, hip-hop pjavačice koja je u svojim tekstovima govorila o feminističkim pitanjima.

Bez obzira na pozitivniju reprezen-taciju žena u određenim žanrovima popularne kulture, Zeisler smatra da se ženu kroz reklame i dalje prikazivalo kao objekt ljepote, što je i dalje uveli-ke pridonosilo stvaranju njene nesi-gurnosti. Početkom 1990ih, piše Zei-sler, mediji su počeli postavljati pita-nje je li feminizam mrtav. Razloge pi-sanja takvih članaka autorica vidi u promjenama nastalima u ženskome

pokretu, koji je prestao biti kolektivna akcija i postao pitanje individualnih izbora.

Autorica zaključuje četvrto poglavlje rečenicom kako je "feminizam na prijelazu stoljeća bio bogatiji i imao više varijanti nego ikada prije – ali feministkinje su se našle u stalnoj borbi s medijima koji nisu htjeli da o tome izvješćuju." (119)

O promjenama koje početak tisućljeća donosi u određenim žanrovima popularne kulture i u reprezentaciji žena Zeisler govori u posljednjem poglavlju *Women under influence* (Žene pod utjecajem). S jedne strane nastavlja se pozitivan trend reprezentacije žena kroz televizijske serije, dok s druge strane industrija popularne kulture u nekim drugim televizijskim žanrovima krajnje negativno reprezentira žene. Radi se o *reality* emisijama. Zeisler se u ovom poglavlju fokusira na tri *reality* emisije *Who Wants to Marry a Multy-Millionare* (Tko želi oženiti multi-miljunaša) i *The Bachelor* (Neženja) i *The Pussycat Dolls Present: The Search for the Next Doll* (Pussycat Dolls predstavljaju: Potraga za slijedećom lutkicom). Prema Zeisler problem s *reality* emisijama je u tome što one "ostavljaju dojam da na svaku pametnu, stabilnu i sposobnu ženu na televiziji dolazi tucet skvičavih, uplakanih žena koje ne žele ništa osim da se udaju za čovjeka kojeg nikada priej nisu susrele, spavaju sa rock zvijezdom ili postanu Playboyeve zečice ili Pussycat Doll."(127)

Autorica se u ovom poglavlju osvrće i na velike raprave o prostituciji koje su se javile početkom novog stoljeća. Ove rasprave popularna kultura prati sa zanimanjem. Pišu se knjige i memoari, snimaju serije i filmovi. Rasprave o prostituciji se svode na dva oprečna tabora, jedan koji vidi prostituciju kao nešto štetno za žene i onaj koji vidi seksualno oslobođenje žena u bavljenju prostitucijom.

Slijedeća promjena koju Zeisler analizira odnosi se na način na koji se oglašivači pokušavaju približiti ženama. Autorica daje analizu Dovove reklamne kampanje u kojoj su korištene prave žene, a ne anoreksične manekenke. Ipak ona smatra da za razumijevanje ne samo ove reklamne kampanje već i za razumijevanje popularne kulture danas, nam je uvelike potrebna medijska pismenost koja bi nam pomogla da "analiziramo i kontekstualiziramo informacije na način da vidimo njihovu točnost, njihovu "uokvirenost" i odakle dolaze."(141).

Prema Zeisler, a s time i zaključuje knjigu, "popularna kultura je, kao nikad prije, složena, frustrirajuća i puna mješanih signala za žene. Stoga je imprativ da ju feministkinje nastave analizirati, stvarat i kritizirati – te na kraju da ju učine boljom."(148)

Premda govori o popularnoj kulturi SAD (koja je uvelike i kod nas prisutna) s pozicije feminizma, ova knjiga daje zanimljiv pregled povijesti popularne kulture i njezinog utjecaja na svakodnevni život žena. Kao takvu svakako bih je preporučila svima onima koji se bave ili problematikom popularne kulture, ili reprezentacijom žena, ili medijima, ili feminizmom ili svim ovim područjima zajedno.

Dunja Bonacci Skenderović

Peter Dahlgren: *Media and political engagement: citizens, communication, and democracy*, Cambridge: Cambridge University Press, 2009, 232 pages

Each time a new book that questions the relation between the media and society is published and presented to the public, we wonder what new it brings, which point of view author offers, which frame or angling is used this time. Our expectations grow if the author is a big name. Book *Media and political engagement: citizens, communication, and democracy* is written by Peter Dahlgren, Professor of Media and Communication Studies at Lund University, Sweden. Much of his work pivots around notions of the public sphere and the democratic character of late modern society. He has also taught at Stockholm University, as well as at Queens College and Fordham University in New York City, and has been a visiting scholar at several other universities, from France and Scotland to South Africa and the USA. He is the author of many articles and author or editor of several books, including *Television and the Public Sphere* (1995) and *Young Citizens and New Media: Learning for Democratic Participation* (2007). For sure, he is one of the most cited authors in this field.

Book *Media and political engagement: citizens, communication, and democracy* is questioning media's ambivalent relationship to citizenship and democracy. Sometimes media promote democratic values, yet sometimes they are contradictive in their content selection and presentation. New media context for sure has changed the dynamics of how citizens use media to advance the democratic project and this book takes this complex debate to a new level. This book addresses political engagement and disengagement, and the media's role in this regard, as situated within the tension between the ideals and present realities of democracy. Further, it explores how the Internet has changed the nature of political engagement.

The book is divided into 8 sections: (1) Democracy in Difficult Times, (2) Media Alterations, (3) Citizens and Agency, (4) Engagement, Deliberation, and Performance, (5) Civic Cultures: An Analytic Frame, (6) Television and Popular Public Spheres, (7) Internet and Civic Potential, and (8) Online Practices and Civic Cultures.

The first chapter gives an overview of the factors contributing to the contemporary difficulties of democracy, emphasizing the specific problems of declines in political participation. It is the engagement of citizens that gives democracy its legitimacy as well as it vitality. Yet, the long-term trends in the Western democracies show declines in voter turnouts, party loyalties, and trust in government (12). Over the past century there has been

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an ongoing discussion that has pitted the ideals of citizenship against its realities – with citizens, especially younger ones, consistently being berated for their lack of civic responsibility, inadequate levels of political knowledge, and unwillingness to get involved in current affairs. There are many reasons why citizens choose not to engage in politics. Among others, according to Dahlgren, it is everyday economic realities in their more drastic forms that can inhibit democratic participation in direct and material ways (16). Economic insecurity, unemployment, low wages, declining social services, growing class cleavages, and ecological threats are all part of a picture that is disconcerting for the vitality of democracy in the Western societies (26). In the era of neoliberal global capitalism, the traditional tensions between market logics and democratic principles become more acute. The governments of nation-states have less maneuverability; real societal power drifts increasingly to the private corporate sector and thereby resides beyond democratic accountability. The formal political arena has in turn become constricted, offering fewer opportunities for meaningful participation, and thereby engendering disengagement.

Discussions about media and democracy are often framed by the notion of the public sphere, which emphasizes that the media must provide citizens with information, ideas, and debates about current affairs so as to facilitate informed opinion and participation in democratic politics. The theme of Chapter 2 is development within the media landscape and a key feature of the socio-cultural evolutions found in it. The massive growth in media outlets; the policies of deregulation and the intensifying of conglomerate structures in the media industries; and the increasing globalization of media organizations, practices, and flows are all part of these developments. Not least, digitalization of the media generally, and the Internet revolution in all its ongoing permutations, signals profound alterations for the circumstances of democracy and participation. Journalism is traditionally seen as providing reports and analyses or real events and processes, and contributing to defining the public agenda. This traditionally understood journalism has reached a historical turning point. Evolution of the audiences Dahlgren sees as a central element in the changing conditions of journalism (44). The distinction between 'informed elites' and 'entertained majorities' is on the increase, supported not least by media economics, as access to deeper information and knowledge beyond the popular media becomes more of a significant economic factor. However, even the access to news does not in itself promote participation. This is because many citizens perceive as too remote the possibility of making some meaningful political connection to the prevailing forms of democracy.

In third chapter *Citizens and Agency* author enters into a more detailed discussion about democracy from the standpoint of citizenship and civic agency. He presents the idea of citizenship not only as a formal, legal set of rights and obligations, but also treats it as a mode of social enactment.

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In other words, as civic agency. Civic identities emerge through doing, through experiences in both the public and private spheres of life. This chapter also explores knowledge as a particular problem in regard to civic agency (76), focusing first on opinion processes and then on the dilemmas of expert knowledge.

In the next, central chapter, *Engagement, Deliberation, and Performance*, Dahlgren explores and argues the concepts of engagement and participation. Engagement, as subjective involvement, can be seen as a prerequisite, a starting point, for participation which, in turn, usually takes communicative forms (80-81). In democratic participation, voting is just one mode, while deliberation is heralded as the fundamental way for citizens to participate in democracy. Further, deliberation, in its formal guise, is very situated to specific situations, notably when decisions are about to be made. Its excessive emphasis on rationality and its problematic assumptions about equal footing in regard to social power and communicative competence put limits on its utility as a model for general civic participation (87-88). Author proposes instead that we treat civic talk in a broader manner, allowing for how political topics may even unexpectedly emerge in everyday conversation, and how initially private topics can move to the public, political realm.

In Chapter 5 Dahlgren develops an analytic framework to help analyze and understand civic identities. His model of civic cultures comprises six dimensions: knowledge, values, trust, spaces, practices, and identities. The model is normative in its sense that it suggests that these features need be present for participation to emerge, and for democracy to function. Each of the dimensions offers a starting point for empirical investigations.

Next Chapter, *Television and Popular Public Spheres*, examines how television's media logics, especially visuals, invite engagement through pleasure, and how this has set up a force-field within television news. Television, through its popular programming, offers many opportunities for audiences to 'work through' a vast array of issues in regard to basic values and social visions in many areas. Dahlgren stresses that at a fundamental level, what is at stake in the public sphere perspective is the question of where the political resides, where social conflict is articulated and processed, and how it is positioned against that which is deemed nonpolitical (135). While popular television can hardly be described as a source for progressive social inspiration, and ideological boundaries are seldom clearly ruptured, across time one can see important shifts in popular perceptions taking place. Author concludes that its significance for politics should therefore not be dismissed.

In Chapters 7 and 8 author takes up that the new ITC's figure are contributing to a reconfiguration of political life, though it is still unclear if this will be sufficient to reconstruct democracy. These developments signal altered modes of participation and newer notions of what constitutes politics and the political. However, the Internet does not offer a 'speedy technological cure to the ills of democ-

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racy' (152). At the same time, it has contributed dramatically to how political communication gets done, as well as to the ways in which participation can take place. Author charts some of the uses and implications of the Internet in three illustrative contexts: journalism, EU NGOs, and the alter-globalization movement. Analytically, the Internet, and the media generally, not only play a decisive role in shaping participation, but also, from the perspective of civic cultures, offer empirical starting points for illuminating the civic dynamics of democracy.

One of the distinctive traits of this book is the fact it treats citizenship as

a strategic concept that is central to the analysis of media, identity and difference, participation and engagement, empowerment and the public interest. It offers a convincing and original model of civic culture, articulating the multiple cultural and social roots of political participation. This book presents an excellent view on the role of media in the complex process of political engagement. It helps us analytically and empirically study the factors that can shape civic agency and thereby impact on citizens' engagement and participation in democracy.

Viktorija Car

Karol Jakubowicz, Miklós Sükösd (ur.), *Finding the Right Place on the Map. Central and Eastern European Media Change in Global Perspective,* Intellect, Bristol/Chicago, 2008.

Zbornik radova *"Finding the Right Place on the Map. Central and Easter European Media Change in Global Perspective"*, sastavljen u uredničkom pothvatu Karola Jakubowicza i Miklosa Sükösd, nudi presjek i usporedbu demokratske prakse medija postkomunističkih zemalja, u internacionalnoj perspektvi. Pitanja i teme kojima se bavi 15 autora čiji su radovi objavljeni u zborniku, uključuju komercijalizaciju medija, problem društvenog isključivanja u kontekstu medijske reprezentacije, kao i teme vezane uz razvoj konzumerističkog kapitalizma.

Svako poglavlje odnosi se na različite aspekte trendova i problema koji

uokviruju medijski prostor u postkomunističkim zemljama i sudjeluju u njegovoj (re)formaciji, u komparativnoj Europskoj, globalnoj i historijskoj perspektivi. Vodeći regionalni znanstvenici s područja medija i komunikacije, i njihovi kolege sa Zapada pokrili su čitav niz kontroverznih tema, uključujući i pitanje odnosa civilnog društva i medija, naročito obzirom na ulogu medija kao javnog servisa, novinarsku kulturu, fenomene novog informacijskog doba i globalne vladavine neolibelarizma, kao što su "*fandom*" fenomen komunikacijskih zajednica publika, medija i "opinionmakera", pojavu novih medijskih sadržaja i oblika kao što je "*infotain-*

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ment" u kojem se spaja zabavno i informativno i nove oblike političkog djelovanja nastale pojavom novih interaktivnih medija, Interneta i mobilne telefkomunikacije.

Od pada komunističkog sustava 1989.-1999., društva Središnje i Istočne Europe, Azije i Euroazije prošla su proces promjene, koji je, obzirom na veličinu i kompleksnost, do sada neviđen u modernoj svjetskoj povijesti. Ovaj proces uključuje "trostruku" ili "četverostrkuku" post- komunističku transformaciju, demokratizaciju, modernizaciju, globalizaciju i internacionalne integracije uključujući, barem za dio odabranih postkomunističkih zemalja, pristupanje Europskoj Uniji. Potaknuti nedostatkom koherentne teorije o procesima koji su se odvijali u postkomunističkim zemljama, urednici Karol Jakubowicz i Miklós Sükösd u uvodnom dijelu knjige, predstavljaju dvanaest koncepata evolucije medijskih sustava i demokratizacije u postkomunističkim društvima. Pomoću ovih koncepata, smatraju autori, moguće je obuhvatiti ključne značajke duboke i višestruke transformacije koju su prošla i još uvijek prolaze postkomunistička društva. Riječ je o konceptima koji predstavljaju i različite pristupe proučavanju razvoja medija u postkomunističkim društvima, a možemo ih izlučiti i iz tekstova koji su objavljeni u zborniku. Jedna od njih daje medijima ključnu ulogu u promjeni sustava kroz "*učinak prelijevanja*" (*spillover effect*" ili "*trickledown*"), druga se odnosi na ontogenezu demokratskih i medijskih institucija, treća uključuje političke, tržišne i socijalne zahtijeve prisutne u postkomunistički medijskim politikama, a

četvrta se osvrće na komprimiranu prirodu medijske promjene u analiziranim društvima. Ovaj niz nastavljaju razmatranja idealističke, odnosno mimetičke i aktivističke orijentacije medijskih politika u postkomunističkim društvima, analiza domaćih i internacionalnih, te strukturalnih nasuprot kulturalnim faktorima promjene, konceptualizacije kraja postkomunizma, višestrukih postkomunizama, različiti komparativni pristupi, konceptualizacija mediteranizacije postkomunističkih medijskih sustava, analiza odnosa medija i nacionalizma, kao i konceptualizacije trauma, transformacija, globalizacije i demokratskog zastoja u postkomunističkim društvima, primijenjeno na analizu promjene medijskih sustava.

Knjiga je podijeljena u četiri cjeline. U prvom dijelu (*pod nazivom – Dimenzije promjene*) objavljena su dva teksta: "*Poslije tranzicije: Mediji u Poljskoj, Rusiji i Kini*" (Colin Sparks) i "*Konsolidacija slobode medija u poskomunističkim zemljama*" (Péter Bajomi-Lázár). U njima se razmatra pitanje zašto u medijskim sustavima postkomunističkih društvima nije došlo do napretka prema demokraciji, kao i zašto su ti, incijalno politički i ekonomski slični sustavi proizveli tako različite rezultate obzirom na slobodu medija. Sparks smatra da je riječ o krizi političke znanstvene tradicije "tranzitologije", koja je propustila osigurati osnovu za zadovoljavajuću analizu političkog i ekonomskog razvoja postkomunističkih zemalja i njihovih medijskih sustava. Alternativu vidi u paradigmi "kontinuiteta elita", koja stavlja naglasak na kontinuitet u tranzicijskim društvima i

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time bolje objašnjava demokratski zastoj u postkomunističkim društvima. Bajami-Lazar spajajući teorije transformacije medija u postkomunističkim društvima sa teorijama demokratske konsolidacije, nudi analitički okvir za objašnjenje razlika u demokratskim postignućima zemalja Središnje i Istočne Europe. On smatra da sustavna komparativna analiza tri dimenzije konsolidacije slobode medija (institucionalna, bihevioralna dimenzija i dimenzija stava) može pomoći u pronalaženju odgovora zašto unatoč gotovo identičnom povijesnom i političkom nasljeđu, status medijskih sloboda u postkomunističkim zemljama toliko varira.

Drugi dio (*Normativni i politički pristupi medijma i demokraciji*) sadrži tekstove: "*Kako mediji i politika oblikuju jedni druge u novoj Europi*" (Alina Mungiu-Pippidi), *"Pronaći pravo mjesto na karti: perspektive medija kao javnog servisa u postkomunisitčkim zemljama"* (Karol Jakubowcz), "*Plesovi s vukovima: Posredovanje medija i političkih sustava u Rumnjskoj kao članici Europske unije*" (Peter Gross), "*Demokratizacija medija, dobrodošlica "Big Brother-u": Mediji u Bosni i Hercegovini*" (Aida A. Hodzic) i "*Koncentracija medija: trendovi u Središnjoj i Istočnoj Europi*" (Zrinjka Peruško i Helena Popović). Mungiu-Pippidi razmatra uzajamni utjecaj medija i politike u historijskoj perspektivi, argumentirajući kako je riječ o dvostranom odnosu, što klasične teorije ne uzimaju u obzir, jer polaze od pretpostavke da medijski sustav reflektira oblik i značajke političkih i društvenih struktura u kojim djeluje (naročito sustav društvene

kontrole). Autorica opisuje različite obrasce koje su medijski sustavi slijedili i izvore ovih razlika, te raspravlja direktni utjecaj medija u revolucionarnoj fazi i u fazi "normalnog" kreiranja politika. Analizu perspektive medija kao javnog servisa (Public Broadcasting Service-PBS) u postkomunističkim zemljama, Jakubowcz temelji na pokušaju povezivanja tri glavna modela uvođenja PBS (proces preoblikovanja državnih medija u javne, a prvenstveno se to odnosi na televizijske i radio stanice): paternalistički, demokratsko-emancipatorni i sistemski model, s povijesnim kontekstom u kojem se taj proces odvija, a u usporedbi s Huntingtonova "*tri vala demokratizacije*" i tri modela medijskih i političkih sustava, Hallina i Mancinija. Hallin i Mancini polaze od pretpostavke da medijski sustav predstavlja refleksiju političkog sustava. Jakubowcz pokazuje da promjene u medijskim sustavima mogu zaostajati za općim procesom demokratizacije, što dovodi do rastućeg razočaranja načinom na koji institucije djeluju kao i do eskalacije iznevjerenih očekivanja. Obzirom na činjenicu da je pothvat stvaranja javnih medija iznimno težak proces, i na rezultate svoje analize, Jakubowcz postavlja pitanje je li upće bilo moguće postići više od onoga što je postignuto do sada i može li institucija medija kao javnog servisa uhvatiti korijen u postkomunističkim društvima. Kao i Jakubowcz, Peter Gross, također koristi modele medijskih sustava, koje su razvili Hallin i Mancini (liberalni, demokratsko-koroprativni model, polarizirani pluralizam), primjenjujući ga na analizu medijskog sustava u Rumunjskoj nakon pada Berlinskog zida.

Gross smatra da slabosti ovih modela, kada ih se primjenjuje na postkomunisitčke zemlje, proizlazi iz činjenice što Hallin i Mancini u analizu nisu uključili zemlje Središnje i Istočne Europe. Osim toga, nisu uzeli u obzir kulturu (tradicija, sjećanja i duboko ukorijenjeni stavovi) koja je važan element političkih sustava i institucija kao što su komunikacijski mediji. Hodzic u tekstu *"Demokratizacija medija, dobrodošlica "Big Brother-u": Mediji u Bosni i Hercegovini"* daje pregled trenutnog medijskog krajolika u Bosni i Hercegovini, s osobitim fokusom na nenamjerne posljedice do kojih je došlo kao rezultat intervencije međunarodne zajednice u medijski sustav zemlje, kroz fondove, treninge, radionice, savjetovanja, političke neutralizacije medija i žestoke borbe između američkog i europskog modela medijskih sustava koja se odvijala u Bosni i Hercegovini. Rezultat je komercijalizacija medija, usko regionalni mediji, publike utemeljene striktno na etničkom principu, depolitizacija medija i povećani tehnološki jaz između Bosne i Hercegovine i Europske Unije. Na tragu zaključka koji donosi Jakubowicz u istom zborniku, Hodzic pokazuje da medijski sustav u Bosni i Hercegovini, predstavlja još jedan oblik "sistemskog paralelizma" s političkim i društvenim institucijama i još jedan slučaj razočaranja, frustracija i cinizma u odnosu na funkcioniranje medija kao javnog servisa i medija općenito, što može imati ozbiljne posljedica za politički razvoj. Peruško i Popović na temlju komparativne analize trendova medijske koncentracije u Središnjoj i Istočnoj Europi ukazuju na posljedice globalizacije općenito,

odnosno globalizacije medijskih tržišta u zadnjih nekoliko desetljeća. Posljedica ovih trendova je situacija u kojoj danas sve manji broj kompanija kontrolira sve veći broj medijskih proizvoda i svjetsko tržište. Polaze od pretpostavke suvremenih teorija medijske politike, da koncentracija vlasništva dovodi do smanjenja raznolikosti medijskog sadržaja, odnosno do smanjenja programske raznolikosti u kulturnim, drušvenim i političkim terminima, što se u određenoj mjeri pokazalo i u provedenim istraživanjima. Uzevši u obzir ulogu medija u demokratskim političkim sustavima, autorice zaključuju da se područje medijske komunikacije ne smije prepustiti samoregulaciji i nevidljivoj ruci tržišta jer tako neće biti moguće stvoriti nužne uvjete za procvat demokratskog pluralizma.

Treći dio knjige (*pod nazivom – Objektivnost nasuprot stranačkom i "fandom" novinarstvu*) odnosi se na profesionalizam novinara i novinarsku kulturu u postkomunistčkim zemljama, odnosno ukazuju na značajnu ulogu kulture u procesu demokratizacije medija. U ovom dijelu objavljena su dva teksta *"Kako će se odvijati? Medijski sustavi i novinarska kultura u zemljama postkomunistčke Europe"* (Epp Lauk) i *"Promjena novinarskog diskursa u Baltičkim zemljama – Kako se nositi s jeftinim novinarstvom?"* Lauk sugerira da propast pokušaja izvoza anglo-američkog modela novinarstva, dokazuje da nacionalna povijest, kulturna tradicija i jedinstvene značajke napretka lokalnog novinarstva i novnarske kulture mogu imati jak utjecaj na razvoj novinarstva u postkomunistčkim zemljama. Balčyti-

ene, iz komparativne perspektive analizira posttranzicijski razvoj medija u Baltičkim državama. Rezultati analize ukazuju na trendove komercijalizacije i komodifikacije medija. Analizirani trendovi osim toga podrazumijevaju homogenizaciju medijskog sadržaja, monopol, pojačanu kontrolu tržišta nad medijima i u konačnici mogu predstavljati prijetnju demokratskim procesima i razvoju civilnog društva. Balčytiene ističe važnost otvorene, javne rasprave i profesionalnog novinarstvo (neovisno, informirano i kritično) u izgradnji informiranog i participativnog civilnog društva i ukazuje na potrebu da se stvore uvjeti za medije koji služe interesima građana i oslobođeni su od komercijalnih interesa.

U četvrtom dijelu knjige (*pod nazivom – Mediji, isključivanje i sukob*) objavljeni su tekstovi *"Nedostaci info-zabavne ("infotainment") televizije: Od reprezentacije do politike"* (Frenc Hammer) i *"Online radikali: Mađarski ulični prostesti 2006 i Internet"* (Mónika Mátay i Ildikó Kaposi). Ovi tekstovi razmatraju procese demokratizacije postkomunističkih društava i njihovih medijskih sustava proučavajući fenomene koji su nastali kao posljedica komercijalizacije medija, glo-

balizacijskih trendova i pojave novih tehnologija: interneta i mobilne telekomunikacije. Hammer analizira načine na koji se kroz nove oblike medijske kulture prikazuje život depriviranih društvenih skupina, siromašnih i isključenih i ukazuje na važnost uvođenja normativnih načela, kako bi se ukazalo na pravednost vezano uz etička pitanja i proces pridavanja značenja. Mátay i Kaposi su analizirale veze između političke mobilizacije i komunikacijske tehnologije na temelju istraživanja uloge Interneta u uličnim protestima desnih radikalnih skupina u Mađarskoj 2006. godine. Rezultati istraživanja pokazali su da tehnologija nije imala veći utjecaj na društvo u analiziranom slučaju. Razlozi neuspjeha aktera ovih protesta su da ih se prepozna kao alternativa za široke slojeve, mogu se pronaći u online sadržaju rasprava radikalnih desnih foruma i portala i anakronizmu samog pokreta prisutnom u pojavnosti aktera i idejama koje su zastupali. Internet je u ovom slučaju omogućio, primarno kao sredstvo razmjene informacija, i koordinaciju aktivnosti među članovima pokreta.

Antonija Čuvalo

DOKTORIRALI:

Josip Čerina

Životopis

Josip Čerina zaposlen je kao predstojnik Podružnice HCR-a Zadar. Rođen je 1969. godine u Benkovcu. Završio je vojnu akademiju 1991. godine i time stekao zvanje časnika. Sudjelovao je u povijesnim bitkama Domovinskog rata koje su se vodile na prostoru od Velebita do Dubrovnika. Svoje profesionalne zadaće obavljao je na različitim časničkim dužnostima, najprije u legendarnoj 4. gardijskoj brigadi, zatim u 134. domobranskoj pukovniji čiji je bio zapovjednik. Godine 1995. promaknut je u čin pukovnika. Poslije rata ostaje u Hrvatskoj vojsci obnašajući dužnost zapovjednika 134. domobranske pukovnije do 2001. godine kada prelazi u Učilište Hrvatskog ratnog zrakoplovstva na dužnost višeg savjetnika za znanstveno-istraživački rad. Godine 2003. postaje nastavnik iz odgojnih znanosti. Nakon ove dužnosti, 2006. godine iz Hrvatske vojske odlazi u Hrvatski centar za razminiranje. Poslijediplomski studij iz pedagogije upisao je na Filozofskom fakultetu Sveučilišta u Zagrebu u akademskoj godini 1998./1999., te 2003. godine stekao znanstveni stupanj magistra znanosti obranom magistarskog rada "Slobodno vrijeme ročnika". Godine 2003./2004. upisuje poslijediplomski doktorski studij informacijskih znanosti na Odjelu informatologije i komunikologije Sveučilišta u Zadru. Disertaciju naslova "Hrvatski tisak u promociji međunarodnih načela borbe protiv mina" obranio je 30. lipnja 2009. godine te time stekao znanstveni stupanj doktora znanosti iz područja društvenih znanosti, znanstvenog polja informacijske i komunikacijske znanosti, grana masovni mediji. Sudjelovao je i izlagao na pet znanstvenih skupova. Do sada je objavio dvije knjige te šest znanstvenih radova.

Doktorska teza: "Hrvatski tisak u promociji međunarodnih načela borbe protiv mina" (mentorica: doc. dr. sc. Nada Zgrabljić Rotar), Sveučilište u Zadru, 2009.

Disertacija je opsega 187 stranica, sadrži 133 fusnote, opremljen je s 23 tablice i 6 slika. U radu su prikazana kao ilustracija i 34 novinska članka ili dijelovi članaka. Popis literature sastoji se od 101 bibliografske jedinice i 39 ostalih izvora (internetske stranice, arhivska građa i zakoni) primjerno citiranih. U *Uvodu* je prikazan kratak pregled nastanka minskog problema i opasnosti koje mine nakon nakon rata donose. U našoj zemlji, miniranost predstavlja velik problem nakon Domovinskog rata uzrokujući mnoge društvene, gospodarske i sigurnosne probleme lokalnih zajednica. U poglavlju *Međunarodna načela borbe protiv mina* predstavljen je teorijski, stručni i pravni aspekt djelovanja međunarodne zajednice u rješavanju minskog problema. Navedeni su i pojašnjeni relevantni međunarodni dokumenti (Konvencija o specifičnom

konvencionalnom oružju – CCW, Konvencija o zabrani upotrebe protupješačkih mina – Ottawska konvencija, međunarodni standardi borbe protiv mina – IMAS i dr.). Vrijednost i sadržaj tih dokumenata, kao i uloga međunarodnih organizacija (ICRC, ICBL, UN, GICHD) dovodi se u svezu sa međunarodnim standardima borbe protiv mina na međunarodnoj razini kao i na razini Republike Hrvatske. Posebno je zanimljiv prikaz međunarodnih standarda borbe protiv mina koji se odnose na edukaciju o opasnostima od mina. U tim se standardima ističe važnost edukacije o opasnostima od mina, što je jedno od temeljnih pitanja ovog rada, naime, u kolikoj mjeri hrvatski tisak doprinosi razvijanju znanja o opasnostima od mina i zaštiti građanske sigurnosti. U slijedećem poglavlju predstavljen je *Hrvatski model protuminskog djelovanja* na temelju arhivske građe HCR-a. Navedeno je da proces razminiranja ide sporo te da su posljedice ne samo ljudske tragedije, nego i ekološke, društvene i gospodarske. Sadržaj poglavlja donosi mnoštvo elemenata i suodnosa koji problem prikazuju vrlo složenim što zahtijeva poseban pristup medija prilikom informiranja javnosti. U poglavlju *Hrvatska medijska scena*, na temelju recentne literature prikazano je stanje medija u nas od 90-ih godina do danas. Izložena je zakonska regulativa i mehanizmi za nadzor provedbe zakona o medijima i pitanja osnovnih etičkih načela i slobode medija. Slijedi poglavlje *Mediji i društvena odgovornost medija* u kojem se ističe važnost društvene uloge medija u demokratskom društvu te se postavlja pitanje ispunjavaju li mediji na kvalitetan način ulogu koju od njih očekuju građani i javnost. Društvena se odgovornost medija mora temeljiti na zajedničkoj odgovornosti svih društvenih subjekata jer je to interaktivni odnos. Drugim riječima, potrebno je usporedo s boljom organizacijom i unapređenjem institucija, službi za odnose s javnošću i medija raditi za opću korist građana. U poglavlju *Društvena odgovornost medija i opasnost od mina*, naglašena je važnost medija i njihova nezamjenjiva edukacijska uloga, posebno kada je riječ o javnim medijima. U tom se kontekstu raspravlja i o ulozi odnosa s javnošću, poglavito u kriznim situacijama minskih nesreća u kojima su glavni izvori za medije službene osobe, a one nisu primjereno educirane za takvu vrstu javne komunikacije. Empirijski i najvažniji dio rada sadržan je u sljedeća tri poglavlja: *Metodologija istraživanja*, *Rezultati istraživanja* i *Rasprava*. Na temelju teorijskog uvoda izvedena je *opća hipoteza* da prevladavajući medijski trendovi koji počivaju na nekontroliranom utjecaju vlasništva i kapitala nad medijskom produkcijom, vode u komercijalizaciju i osiromašenje medijskih sadržaja te smanjuje edukativne i informativne vrijednosti medija, što se pokazuje kao problem kad je riječ o zaštiti ljudskih prava i sigurnosti građana u pitanju minskog problema. U pomoćnim se hipotezama ističe nedovoljna uloga medija u promociji međunarodnih načela borbe protiv mina, prevelika komercijalizacija napisa o minskim nesrećama, manjak interesa regionalnih novina koje bi po prirodi problema morale više posvetiti prostora pitanju mina, te nedovoljno razvijena služba za odnose s javnošću u kriznom komuniciranju. Uzorak za istraživanje i dokazivanje teza obuhvatio je članke koji su izišli u razdoblju od 2005. do 2007. godine u dnevnim novinama s nacionalnim dosegom (*Večernji list, Jutarnji list, Vjesnik, 24 sata*), odabranim dnevnim novinama s regionalnim dosegom (*Slobodna Dalmacija, Glas Slavonije, Novi list, Zadarski list* i *Karlovači list*) i dva odabrana politička tjednika (*Nacional i Globus*), u ukupno nasumice selektiranom uzorku od n=270 što je reprezentativan uzorak od uku-

pno objavljenih n=3.553 članka. Identificirano je i operacionalizirano ukupno 8 varijabli (oprema članka, vizualni elementi, površina članka, žanr napisa, rubrike, izvori informiranja, osobe nositelji radnje i teme) te su istražene metodom kvantitativne analize sadržaja novinskih članaka. *Rezultati istraživanja* su predstavljeni u 17 tablica i dvije slike poligonskog prikaza zastupljenih tema. U provedenoj su *Raspravi* korišteni novinski članci ili dijelovi članka kao ilustracija komentarima i zapažanjima. Posebno se raspravlja o rezultatima za svaku pojedinu sastavnicu borbe protiv mina. U *Zaključku* se potvrđuju i glavna i pomoćne hipoteze. Zaključeno je da sadašnji način praćenja minskog problema od strane hrvatskog tiska ne ispunjava na zadovoljavajući način svoju društvenu ulogu, odnosno edukativnu i informativnu funkciju. Tekstovima nedostaje privlačnosti i opremljenosti koja bi bila vezana uz temu i koristila čitateljima. Služba za odnose s javnošću nije razvijena na odgovarajući način što se ponajprije osjeća u kriznim situacijama minskih nesreća. Analiza tema, također je pokazala da hrvatski tisak nema dovoljno istaknutu ulogu u promociji međunarodnih načela borbe protiv mina što znači nedovoljnu promociju ljudskih prava.

Disertacija predstavlja multidisciplinarno istraživanje koje po prvi puta u Hrvatskoj na sustavan način otvara pitanje nužnosti uključivanja svih strana u procesu kvalitetnog informiranja i edukacije javnosti o minskoj opasnosti koja ugrožava živote građana i njihova ljudska prava. Znanstvena vrijednost je u teorijski i terminološki utemeljenoj razradi problema, dosljednoj metodologiji koja može biti korisna kao poticaj budućim istraživačima te vrijednim rezultatima empirijskog istraživanja koji mogu biti korisni znanstvenicima za istraživanje medija i odnosa s javnošću, kao i službenim osobama koje komuniciraju s medijima u zaštiti građanske sigurnosti.

Josip Čerina

Biography

Josip Čerina is employed as head of CROMAC regional office Zadar He was born in 1969 in Benkovac.

He graduated from Military Academy in 1991 and thus became an officer. He participated in historical battles of the Croatian War of Independence, fought in the area from the Velebit to Dubrovnik. He performed his professional tasks at various officer duties, firstly at the legendary 4th Guard Brigade, then at the 134th Home Defense Regiment, of which he was commanding officer. In 1995 he was promoted to the rank of colonel. After the war he remained in the Croatian army exercising Commander of 134th Home Defense Regiment, to 2001 when he transferred to College of the Croatian Air Force on duty of senior adviser for scientific research. In 2003 he became teacher of educational science. After this duty, in 2006 he transferred from the Croatian Army to Croatian Mine Action Centre. He enrolled postgraduate studies in education at the Faculty of Philosophy, University of Zagreb in the academic year 1998/1999. In 2003 he obtained the scientific degree of Master of Science by defending Master's Thesis "*Slobodno vrijeme ročnika*" (Spare Time of National Conscripts).

Year 2003/2004 he enrolled postgraduate doctoral studies in information science, Informatology and Communications department at the University of Zadar. He defended the thesis titled "Croatian press in promoting the international mine action principles" on 30th June 2009 and thus obtained scientific degree of doctor of science in social sciences, field of information and communication science, sector mass media. He published two books and several papers.

Doctoral thesis: "Croatian Press in Promoting the International Mine Action Principles" (mentor: Nada Zgrabljić Rotar, Ph.D.), University of Zadar, 2009

The thesis comprises 187 pages, 133 footnotes, 23 tables and 6 images. The work also holds 34 news articles or parts of articles as illustration. Bibliography consists of 101 bibliographic units and 39 other sources (web pages, archival records and laws) properly quoted. In the *Introduction* a summary of the emergence of the mine problem is shown, as well as the dangers mines bring after the war. In our country, mines represent a major problem after the Croatian War of Independence causing many social, economical and safety problems of local communities. In the chapter *International principals of struggle against mines* the theoretical, technical and legal aspects of activities of the international community in solving the mine problem are presented. Also listed are the explained relevant international documents (Convention on Certain Conventional Weapons – CCW, Mine Ban Treaty – Ottawa Convention, International Mine Action Standards- IMAS, etc.). The value and contents of these documents, as well as the role of international organizations (ICRC, ICBL, UN, GICHD) is connected with the international mine action standards on an international level, as well as on the level of the Republic of Croatia. Especially elaborated is the presentation of international mine action standards concerning the mine risk education (MRE). In these standards the importance of mine risk education (MRE) is emphasized, which is one of the main issues of this paper: to what extent the Croatian press contributes to the development of knowledge about the dangers of mines and the protection of civil security. In the next chapter the Croatian model of mine action based on the archival material of CROMAC is presented. It is stated that the process of demining is slow and that the consequences are not only human tragedies, but also ecological, social and economical. The chapter brings many elements and correlations that prove the problem to be very complex which demands a special approach of the media when informing the public. In the chapter Croatian media scene, based on recent literature the condition of media in Croatia from the 90s to today is portrayed. The legal regulations and mechanisms to monitor the implementation of laws on media and the question of basic ethic principles and the freedom of media is explained. The next chapter *Media and the social responsibility of the media* emphasizes the importance of the social role of the media in a democratic society and the question of do the media adequately meet the role expected of them by the citizens and the public is posed. The social responsibility of the media must be based on mutual responsibility of all social subjects because this

is an interactive relationship. In other words, it is necessary, along with better organization and improvement of institutions, services for public relations and media to work for the general benefit of the citizens. In the chapter *Social responsibility of media and the danger of mines,* the importance of media and their irreplaceable educational role is discussed, especially when it comes to public media. In this context the role of public relations is discussed, especially in crisis situations of mine accidents in which official persons are the main source for the media, and they are not adequately educated for this type of public communication. The empirical and most important part of the paper is contained in the following three chapters: Methodology of research, Results of the research and Discussion. Based on the theoretical introduction, a general hypothesis is carried out, which states that the prevailing media trends that rely on the uncontrolled influence of ownership and capital on the media production lead to commercialization and pauperization of media content and decrease the educative and informative value of the media which presents a problem when it comes to protection of human rights and the safety of citizens regarding the mine issue. Emphasized in other hypothesis are: the insufficient lack of role of media in promoting the principles of international mine action, excessive commercialization of articles on mine accidents, lack of interest of regional newspapers and under-developed service for public relations in crisis communication. The sample for the research and proving the thesis included the articles that came out in the period from 2005 to 2007 in daily papers with national range (*Večernji list, Jutarnji list, Vjesnik, 24 sata*), chosen daily papers with regional range (*Slobodna Dalmacija, Glas Slavonije, Novi list, Zadarski list* and *Karlovački list*) as well as two chosen political weekly papers (*Nacional* and *Globus*), in the altogether randomly selected pattern of n=270 which is a representative pattern of total published n=3,553. A total of 8 variables were identified and operationalized (the equipment of the article, visual elements, surface of the article, genre of the article, headings, sources of information, participants and topics) and were researched using the method of quantitative analysis of the contents of the newspaper articles. *Research results* are presented in 17 tables and two images of the represented topics. In the *Discussion held, there were* newspaper articles or parts of articles as illustration to comments and notes used. In the *Conclusion* all hypothesis are confirmed. It is concluded that the current method of tracking the mine problem by the Croatian press does not meet its social role adequately, that is its educational and informative function. The texts lack the attraction and equipment that would be in relation with the subject and of benefit to the readers. Public Relations Office has not developed properly which is notable in crisis situations of mine accidents. Analysis of the subject has also shown that the Croatian press does not have an emphasized enough role in promoting international mine action principles which means insufficient promotion of human rights.

Thesis is a multidisciplinary research which, for the first time in Croatia, systematically opens the question of inclusion of all parties in the process of quality informing and educating the public on mine danger which jeopardizes the lives of citizens and their human rights. Scientific value lies in the theoretical and terminological elaboration of the issue, consistent methodology that can be useful as an encouragement to

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future researchers for researching media and public relations, as well as official persons that communicate with the media in the protection of civil safety.

Viktorija Car

Životopis

Viktorija Car rođena je 11. travnja 1977. godine u Karlovcu. Diplomirala je na studiju novinarstva na Fakultetu političkih znanosti Sveučilišta u Zagrebu 2000. godine. Na istom je fakultetu magistrirala 2005. godine na temu *Transformacija državne televizije u javnu: komparativna analiza HRT-a i RTV Slovenije*. Doktorski studij upisala je na Fakultetu društvenih znanosti Sveučilišta u Ljubljani, a za vrijeme studija jedan je semestar provela na Sveučilištu u Lundu u Švedskoj, na Odjelu za medije i komunikaciju, gdje je radila uz mentorstvo uglednog profesora Petera Dahlgrena. Disertaciju iz područja društvenih znanosti, polje komunikologija, na temu *Mythical Structures and Narratives in Croatian TV News* obranila je 10. srpnja 2009. u Ljubljani.

Kao novinarka i scenaristica radila je u Obrazovnom programu Hrvatske televizije (1998-2002) te u odnosima s javnošću izdavačke kuće Školska knjiga (2000-2001). Bila je ravnateljica Hrvatskoga društva likovnih umjetnika (2003-2004). Od 2001. zaposlena je na Fakultetu političkih znanosti kao asistentica te izvodi seminarsku nastavu na predmetima preddiplomskog studija novinarstva *Osnove televizije* i *Televizijsko novinarstvo*, a na diplomskom studiju novinarstva predaje predmet *Javni medijski servisi*. Objavila je desetak znanstvenih radova, a rezultate svojih istraživanja izložila je na nekoliko međunarodnih konferencija.

Doktorska teza: *Mythical Structures and Narratives in Croatian TV News* **(Mitološke strukture i pripovjedni elementi u televizijskim vijestima u Hrvatskoj) (mentorica: doc. dr. sc. Sandra Bašić Hrvatin), Fakultet društvenih znanosti, Sveučilište u Ljubljani, 2009.**

Doktorska disertacija *Mythical Structures and Narratives in Croatian TV News* temelji se na rezultatima istraživanja čiji je zadatak bio odgovoriti na pitanja: kako su strukturirane televizijske vijesti, imaju li strukturu priče (uvod, glavnu radnju, zaplet i rasplet), postoje li u vijestima glavni junaci, je li priča personalizirana, temelji li se na konfliktu, postoje li simboli skriveni u slici, jesu li u tekstu korištene metafore i metonimije, pridjevi, hiperbole, personifikacija ili ironija, te jesu li u televizijskim vijestima korištene mitološke strukture (ili arhetipski mitovi). Metodom kvantitativne i kvalitativne analize sadržaja te narativnom analizom, analizirana su 1032 televizijska priloga emitirana u središnjim informativnim emisijama HTV-a (u razdoblju od 1991. do 2006.) te Nove TV i RTL-a (u razdoblju od 2005. i 2006.). Istraživanje je potvrdilo da su pripovjedni elementi i mitološke strukture konstitutivni elementi televizijskih vijesti u Hrvatskoj.

Analiza središnjeg Dnevnika HTV-a za razdoblje od 1991. do 2006. potvrdila je da se upotreba pripovjednih elemenata u vijestima stalno povećava, a mitološke strukture pronađene su u 40% analiziranih vijesti. Komparativno gledano, najviše pripovjednih elemenata pronađeno je u Dnevniku Nove TV (u razdoblju 2005.-2006.). Iako HTV i RTL imaju različit pristup izvještavanju (HTV ima viši stupanj javne odgovornosti, dok je pristup RTL-a popularniji) u njihovim vijestima pronađeno je podjednako pripovjednih elemenata. Najviše mitoloških struktura pronađeno je u Dnevniku Nove TV (63,3%), dok ih je u Vijestima RTL-a pronađeno 42,2% te 40% u Dnevniku HTV-a.

Tri mitološke strukture (žrtva, heroj i prevarant) s popisa sedam 'master-mitova' prema kategorizaciji Jacka Lulea (2001), najčešće su korištene i u televizijskim vijestima u Hrvatskoj. Ostale četiri s tog popisa (dobra majka, poplava, drugi svijet i žrtveno janje) rijetko su korištene. Međutim, u hrvatskim televizijskim vijestima dodatno je pronađeno sljedećih pet mitoloških struktura: negativac, mit o zvijezdi, mitovi o Zapadu, o Europi ili o Europskoj uniji, nacionalni mitovi te mit o vođi. Prva tri, zajedno sa žrtvom, herojem i prevarantom, čine 'hrvatske master-mitove'.

Dodatno, dvije studije slučaja pokazuju da su neka zanimanja, profesije ili obilježja vezana uz stil života pojedine društvene skupine potpuno nova u tranzicijskim zemljama te da ne postoje unaprijed definirane društvene vrijednosti koje bi se uz njih vezivale. Upravo je televizija odgovorna za kreiranje opće slike koju će javnost imati o tim društvenim skupinama. Prva studija slučaja proučava kako su hrvatski branitelji prezentirani na televiziji. Pokazano je kako se u različitim vremenima te u različitom društveno-političkom i ekonomskom kontekstu mijenja televizijski tretman prema istoj društvenoj skupini koristeći pritom različite mitološke strukture (od heroja i žrtava, preko prevaranata i negativaca). Druga studija slučaja, o hrvatskim tajkunima, pokazuje kako televizijske vijesti reflektiraju negativno javno mišljenje o jednoj društvenoj skupini, prikazujući sve hrvatske tajkune kao prevarante, lopove i ratne profitere.

Ova disertacija je prva u Hrvatskoj koja analizira pripovjedne elemente i pripovjednu strukturu hrvatskih televizijskih vijesti te identificira i kategorizira mitove na kojima vijesti počivaju. Sve navedeno analizirano je u kontekstu društvenih, političkih i ekonomskih promjena s kojima se Hrvatska suočavala od 1990. godine. Rezultati su uspoređeni s recentnim europskim i američkim istraživanjima. Rezultati ovog istraživanja doprinos su općoj akademskoj raspravi o televiziji u Hrvatskoj i moguće ih je koristiti za daljnja istraživanja u području medija i komunikacijske znanosti. Budući da istraživanje djelomično zahvaća i područje sociolingvistike, epistemologija te rezultati analize sadržaja mogu se koristiti za sekundarnu analizu televizijskog teksta i jezika, kao i za složenija istraživanja televizijskog diskursa. Štoviše, ovo istraživanje može poslužiti kao dobar početak za buduće sveobuhvatno istraživanje koegzistencije suvremenog televizijskog novinarstva i društveno-kulturnih procesa u Hrvatskoj u kojima je prisutna rapidna popularizacija vijesti koja u svojoj krajnosti rezultira tabloidizacijom vijesti.

Viktorija Car

Biography

Viktorija Car was born on April 11, 1977. She graduated in journalism in 2000 at the Faculty of Political Science (FPS), University of Zagreb. After getting masters degree in political science in 2005 at FPS (master's thesis: *Transformation of state television into public service television – comparative analysis of HRT and RTV Slovenia*), she entered PhD study in communication science at Faculty of Social Sciences in Ljubljana. She spent one doctoral semester at University of Lund, Sweden, where she studied narratives and myths on TV news, and her advisor was prof. Peter Dahlgren. On July 10, 2009 she defended doctoral dissertation *Mythical Structures and Narratives in Croatian TV News* in field of social sciences, in communication science.

While studying, she had been working as a journalist and a screen-writer in Education Program of Croatian public service television Hrvatska televizija in Zagreb (1998-2002). She worked as a PR coordinator for text-book publisher Školska knjiga (2000-2001). In 2003 and 2004 she was general manager of Croatian Association of Fine Artists (HDLU). From 2001 until present she works as teaching and research assistant at Journalism Department of FPS in Zagreb. She teaches graduate seminar courses *Introduction to Television* and *Television Journalism*, and course *Public service media* at MA level.

In focus of her scientific work and research is public service media and especially television. She has published several papers and has presented her studies on several international conferences.

Doctoral Thesis: *Mythical Structures and Narratives in Croatian TV News* (menthor: Ph.D. Sandra Bašić Hrvatin, Assistant Professor), Faculty of Social Sciences, University of Ljubljana, 2009

The Dissertation *Mythical Structures and Narratives in Croatian TV News* has asked the pertinent questions, how the news package is structured, does it have a full novel structure (an introduction, a plot, a climax and a resolution of the plot), if it has main character, if the story is personalized, if there is a conflict, if there are symbols hidden in the visuals, if metaphors or metonymies are used in the text as well as adjectives, hyperbolas, personifications or irony, and if there are mythical structures (or sometimes even archetypal myths) that can be read in the news. Using the methods of quantitative and qualitative content analysis and narrative analysis, 1032 TV packages broadcasted in primetime news on HTV (from 1991 to 2006) and on Nova TV and RTL (in 2005 and 2006) were analyzed. The study confirmed that narratives and mythical structures are constitutive elements in Croatian primetime television news.

The analysis of HTV primetime news for the period 1991 to 2006, confirms that over time news increased its use of narratives, while mythical structures are identified in

almost 40% of all analyzed news packages. On commercial Nova TV, narratives are more often recognized than on the other two television stations (for the period 2005-2006). HTV and RTL, perceived to have different approaches towards news reporting (HTV with a higher degree of public responsibility and RTL with a more popular approach), were found to have an almost equal amount of narratives. The largest number of mythical structures was found in Nova TV Dnevnik (63.3%), compared to RTL Vijesti (42.2%) and HTV Dnevnik (40%).

From the Jack Lule's list of seven master myths in the news (2001), three of them (the victim, the hero and the trickster) are recognized as master myths often used in Croatian television news. The other four (the good mother, the flood, the other world and the scapegoat) are rarely recognized, if at all. Other five myths are found in analyzed news: the villain, the stardom, myths on the West or on Europe (or the EU), myths on nationhood or on the nation, and the leader. Because of their status in television news in Croatia, the first three, together with the victim, the hero and the trickster, are considered the 'Croatian master myths'.

Two case studies in this research reveal that some occupations of lifestyles in transitional countries are new and lack pre-existing social values. Television, at this point, is largely responsible for how the general public views these and other social groups. The first case study was on the presentation on Croatian soldiers and veterans on television. It reveals how one social group in different times and in different socio-political and economic contexts is treated in television news when different mythical structures are utilized (heroes, victims, tricksters and villains). The second case, on Croatian tycoons, shows how television reflects negative public opinion on one social group, depicting all Croatian tycoons as tricksters, thieves and war profiteers.

This study is the first in Croatia that analyzes the narratives and their structures on Croatian television news, that identifies and categorizes myths that television news in Croatia are based of. All of these were analyzed in the context of social, political and economic changes that Croatia has been facing since 1990. The results are compared with the recent European and American studies on television narratives. The results of this study are a contribution to the general academic discussion on television in Croatia, which is still very rare inside the country's borders. It is possible to use the results of this study for further studies in the field of media and communication studies in Croatia, and as it partly enters the socio-linguistic field, the epistemology as well as content analysis results can be used for the secondary analyses of television text and language, as well as for more complex examinations of television discourse. Moreover, this study is a good start for a future comprehensive study of the coexistence of contemporary television journalism and socio-cultural processes in Croatia which has a rapid news popularization and, as a result, news tabloidization.

Odri Ribarović

Životopis

Odri Ribarović rođena je 19. kolovoza 1967. godine u Rijeci. Diplomirala je na Ekonomskom fakultetu Sveučilišta u Rijeci 1992. godine, smjer: Međunarodna razmjena. Magistrirala je 2004. godine na Fakultetu za turistički i hotelski menadžment Opatija na temu *"Kvaliteta javnog komuniciranja u turizmu Primorsko-goranske županije".* Na Sveučilištu u Zadru završila je poslijediplomski doktorski znanstveni studij "Kultura i turizam" te 29. rujna 2009. godine obranila doktorsku disertaciju iz područja društvenih znanosti, znanstveno polje Informacijske i komunikacijske znanosti, grana Masovni mediji, na temu *"Model interakcije javnih medija i turizma na primjeru Primorsko-goranske županije".*
Kao novinarka radila je u Novom listu (1989.-1991.), a od 1994. radi na Hrvatskoj televiziji u TV Centru Rijeka kao stalna novinarka informativnog programa, urednica – voditeljica regionalnog dnevnika *"Županijska panorama"* te urednica – voditeljica jedne od najdugovječnijih HRT-ovih emisija *"More"*. Kao scenaristica nagrađena je za pet dokumentarno-turističkih filmova predstavljenih na Međunarodnom televizijskom festivalu etničkih manjina u Krakowu te na Međunarodnom festivalu turističkoga filma u Splitu. Dosad je objavila tri znanstvena rada i sudjelovala na dvije međunarodne konferencije.

Doktorska teza: *Model interakcije javnih medija i turizma na primjeru Primorsko-goranske županije*, (mentor: dr. sc. Đorđe Nadrljanski), Sveučilište u Zadru, 2009.

Doktorska disertacija *Model interakcije javnih medija i turizma na primjeru Primorsko-goranske županije* temelji se na rezultatima istraživanja čiji je cilj bio utvrditi zakonitosti interakcijskog procesa između javnih medija i turizma, odnosno definirati medijsku sliku turizma na području Primorsko-goranske županije, i to kroz analizu turističkih sadržaja u javnim medijima i analizu stavova javnoga mnijenja građana o turističkim sadržajima u javnim medijima, zatim kroz analizu stavova javnoga mnijenja turista o utjecaju inozemnih javnih medija pri izboru turističkoga odredišta te njihovom zanimanju za dodatno turističko informiranje u Hrvatskoj. Zadatak doktorske disertacije bio je kreiranje modela interakcija javnih medija i turizma.
Metodom kvantitativne i kvalitativne analize sadržaja, komparativnom te SWOT metodom, analizirani su stavovi 516 turista (razdoblje od lipnja do kolovoza 2005. godine) na području Primorsko-goranske županije, dok je kao instrument za evaluaciju javnoga mnijenja korišten četverojezični anketni upitnik.
Analizom odgovora i povezivanjem s kompatibilnim rezultatima magistarskoga znanstvenog istraživanja (javno mnijenje građana prepoznaje važnost turizma i želi kvalitetniju informaciju i komunikaciju) – utvrđeno je da dvije trećine anketiranih turista

smatra da javni mediji utječu na izbor turističkog odredišta, a čak 85 posto turista želi dodatne turističke informacije putem javnih medija u Hrvatskoj (primarno putem tiska i televizije, ali velikim dijelom i posredstvom Interneta i radija). Time su potvrđene hipoteze doktorskoga rada te je u konačnici kreirano 6 modela interakcije javnih medija i turizma: **Model interaktivnih turističkih novina** *(Tiskovne turističke novine s dodanim interakcijskim djelovanjem* i *Model suvremenih turističkih e-novina)*, zatim **Model interaktivnoga turističkog radija** te naposljetku **Model interaktivne turističke televizije** (*Interaktivna TourisTv* i *Interaktivna turistička WEB-vizija),* objedinjenih u suvremeni **Model interakcija javnih medija i turizma.**

Naime, masovni javni (multi)mediji sredstvo su svekolikoga turističkog sporazumijevanja, a o izboru najpogodnijeg od njih ovisi upotrebna vrijednost turističke informacije. Stoga je cilj svakoga pošiljatelja turističkih sadržaja izabrati onaj medij putem kojega će informacija najjednostavnije, najbrže i najkvalitetnije stići do turističkih korisnika. Etabliranjem suvremenih (multi)medijskih oblika temeljenih na platformi najvećega, najkompleksnijega i najdemokratskijeg medija – Interneta, uspostavlja se dvosmjerno interaktivno komuniciranje po načelu «svi sa svima; o svemu; potpuno; argumentirano i osobno odgovorno». Pojavljuju se i profilirani (multi)medijski oblici, primjerice turistički, koji mogu postati kvalitetni regulatori javnih turističkih zbivanja i produžeci javnosti koja posredstvom njih u svakom trenutku može uspostaviti interaktivnu komunikaciju te na taj način biti svugdje, prenoseći poruke tekstom, zvukom, slikom, multimedijskom produkcijom.

S porastom interaktivnosti turističkih modela – raste i potencijalna količina znanja turističkih i drugih medijskih korisnika, no, takav suvremeni sustav javnoga turističkog komuniciranja uz nove demokratske mogućnosti, ujedno obvezuje sve korisnike da povećaju komunikacijsku kulturu te svoje informacijsko i informatičko obrazovanje potrebno za prelazak na nove interaktivne turističke modele i uspostavu interaktivnog komuniciranja s e-svijetom. Zaključno; postupna prilagodba turističkih sudionika za usvajanje suvremenih turističkih multimedijskih oblika te nužnost osiguranja demokratskoga prava pristupa turističkim informacijama svim zainteresiranim korisnicima – na sadašnjem stupnju društvenoga razvoja traži suživot, odnosno međudjelovanje različitih turističkih modela. Oni se integriraju u jedinstveni Model interakcija javnih medija i turizma koji ih ciljano podupire i povezuje, osiguravajući dvosmjerno komuniciranje i višu razinu komunikacijskih interakcija.

Ova disertacija je prva u Hrvatskoj koja analizira mogućnosti medijske turističke komunikacije posredstvom modela interakcije javnih medija i turizma što je ujedno i njezin znanstveni doprinos te svrsishodna orijentacija za optimalizaciju svekolike medijske turističke komunikacije.

Odri Ribarović

Biography

Odri Ribarović was born on 19th August 1967 in Rijeka. In 1992 she graduated from the University of Rijeka, studying International Trade in the Faculty of Economics. She received her Master's degree from the Faculty of Tourism and Management in Opatija in 2004 on the topic of "*Quality of Public Communication in Tourism at the Primorsko Goranska County*".

On 29th September 2009 Ms. Ribarović completed her doctoral studies at the University of Zadar, "Culture and Tourism", defending her doctoral dissertation in social sciences – in the scientific field of Information and Communication Sciences – Mass Media – on the topic of "*Model for the Interaction of Public Media and Tourism: Example of Primorsko-Goranska County*". From 1989 to 1991 she worked as a journalist for the daily newspaper Novi List. Since 1994 she has been working for Croatian National Television (HRT) at their television centre in Rijeka, as a reporter for their news program, television editor and anchor for the regional daily news "County Panorama" and both editor and anchor of one of the longest running shows on Croatian national television, "*More*" (The Sea). As a screenplay writer she has received five awards for tourist documentaries presented at the International Television Festival of Ethnic Minorities in Krakow and the International Tourism Film Festival in Split. To date she has published three scientific papers and participated in two international conferences.

Doctoral thesis: "*Model for the Interaction of Public Media and Tourism: Example of Primorsko-Goranska County*", (menthor: Ph.D. Đorđe Nadrljanski), University of Zadar, 2009

The doctoral thesis "*Model for the Interaction of Public Media and Tourism: Example of Primorsko-Goranska County*", which is based on the results of research, sets out to describe the interaction between the public media and tourism. It defines the media image of tourism in the Primorsko-Goranska County through analysis of tourist topics in the public media and of public opinion and attitudes toward tourist services in the media. This is followed by an analysis of tourists' attitudes, their choice of tourist destinations and their interest in additional tourist information about Croatia.

The aim of the doctoral thesis was to create models of interaction between tourism and the media.

By means of quantitative and qualitative content analysis and comparative SWOT analysis the attitudes of 516 tourists who had visited the Primorsko-Goranska County between June and August 2005 were analysed. The instrument used was a questionnaire in four different languages.

Comparing the analysis of tourists' responses with compatible results taken from the Master's research (public opinion shows that tourists recognise the importance of

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tourism and want better information and communication) showed that two thirds of re-spondents believe that public media has an influence on choice of tourist destination; it also showed that 85% of tourists would like additional tourist information through public media in Croatia (primarily through newspapers, television programmes, and through the internet and radio). This confirmed the hypothesis stated in the doctoral dissertation and lead to the conception of six models of interaction of public media and tourism: **The Interactive Tourist Newspaper Model** (*printed tourist newspaper with interactive addition* and *The Model of Modern Tourist E-newspapers)*, **The Interactive Tourist Radio Model**, and finally **The Interactive Tourist Television Model** (*Interactive TourisTv* and *Interactive Tourist WEB-vision)*, unified in a contemporary **Model of Interaction in Public Media and Tourism**.

Mass (multi)media is the means of universal tourist communication, and the user value of travel information is dependent upon appropriate selection of the media. The goal of every tourist provider therefore is to choose the media format through which informa-tion can be delivered to users in the easiest, fastest and the most appropriate way. Es-tablishing modern (multi)media on the basis of the biggest, most complex and most democratic media, the Internet, promotes two-way, interactive communication "ac-cording to the principle everyone communicating with everyone, about everything, completely, with arguments and with personal responsibility". Tourist (multi)media formats emerge which become regulators of the quality of public tourist initiatives; through such media users can establish an interactive communication at any time, and thus be everywhere, conveying the message through text, sound, images, and multi-media production.

The interactive tourist models provide tourists and media users with more information, however such a modern system of public communication requires that users increase their communication culture, namely the informational and computer skills needed for the transfer to the new Interactive Models of Tourism and the establishment of inter-active communication with the E-world.

In conclusion, the gradual adjustment of tourists to adopting modern tourist multime-dia formats and the necessity of ensuring democratic access to tourist information for all interested parties – at the present stage of social development seeks coexistence, i.e. the interaction of different tourist models. These models are to be integrated in a single interaction model of public media and tourism which is mutually supported and con-nected, thus providing a bidirectional communication and higher levels of communi-cation interaction.

This dissertation is the first in Croatia which analyses the possibilities of tourist com-munication through an interactive model of public media and tourism, which is also its scientific contribution. It offers a meaningful orientation for the optimisation of the all-inclusive tourist media communication.