

FACULTY OF MASS MEDIA COMMUNICATION

University of Ss. Cyril and Methodius in Trnava, Slovakia

MEGATRENDS AND MEDIA

MEDIA FUTURE



Dana Petranová
Slavomír Magál
(eds.)

Faculty of Mass Media Communication
University of SS. Cyril and Methodius in Trnava

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Conference Proceedings
from the International Scientific Conference
25th – 26th of April 2017
Congress Hall of the Slovak Academy of Science
Smolenice, Slovakia



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MEGATRENDS AND MEDIA: Media Future

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Megatrends and Media Media Future

*International Scientific Conference, 25th – 26th of April 2017
Congress Hall of the Slovak Academy of Sciences
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The international scientific conference *Megatrends and Media*, organised by the Faculty of Mass Media Communication at the University of SS. Cyril and Methodius in Trnava, is a traditional scientific event supported and attended by media communication theorists, media scholars, researchers as well as media professionals. The goal of the conference is to present and exchange current knowledge and experience reflecting media and the latest trends in media production and consumption.

The annual international conference *Megatrends and Media* (the conference's current title was established in 2011, the event had been previously called *On Problems of Media Communication*, later *Mass Media Communication and Reality* and then *Media, Society, Media Fiction*), took place on 25th – 26th of April 2017 at the Smolenice Castle, for eleventh time.

The subtitle of the conference was *Media Future*; the topic of this year's conference was rather easy to pick, as the scientific and organising committee involved media researchers and professionals who focus on the ways current media production functions as a vanguard of the future full of wonderful technologies, highly efficient communication forms and new entertaining impulses, but also marked by serious social disparities, cultural imbalances and problems related to use and abuse of freedom of speech and expression. We live in an era of insecurity and uncertainty that is multiplied by a huge amount of individual as well as collective rights and freedoms. These freedoms manifest themselves in the whole spectrum of our life choices – for instance, the ways we use technologies or express our opinions result from the fact that we often do not have just plenty, but rather too much new knowledge and entertaining stimuli. And thus we do no know what to look for, where to go, what kinds of values to foster, which relationships to develop. The future is approaching too quickly.

The discussion sessions were divided into five sections as follows:

Section 1: *Future of Media Terminology*

Section 2: *Future of Media Education*

Section 3: *Future of Media Influence*

Section 4: *Future of Marketing in Media*

Section 5: *Future of Games*

We, the conference's organisers, were proud to welcome many regular and new participants as well as renowned foreign guests from the Czech Republic, Japan, Spain, Russia, Poland, Croatia and Ukraine. We were especially honoured to welcome Professor **Masayuki Uemura**, (the Ritsumeikan University Kinugasa Research Organisation, Japan), the world-renowned scholar and inventor of digital game devices who attended our conference for the first time. The presence and active participation of Professor Dr. **Alexander Fedorov** (the Deputy Director for Science, Anton Chekhov Taganrog Institute; Editor-In-Chief of the *Media Education Journal*, Russia) and Associate Professor Dra. **Charo Sádaba** (the School of Communication at the University of Navarra in Spain) were also highly inspiring.

The *Brilliant* award ceremony was another important part of the conference. *The International Institute for Interdisciplinary Research*, established by the Faculty of Mass Media Communication UCM in Trnava, had announced the award in 2014. The goal of the award is to express public appreciation towards basic and secondary educational institutions and universities in Slovakia which significantly contribute to implementation of innovations into the sphere of education, aiming to raise the public awareness of such activities. The award announcer's ambition is to inform about, motivate, support and appreciate unique activities of educational institutions that are able to bring innovations in the field of education and 'breathe life' into them.

Another highly significant award that is presented annually during the conference *Megatrends and Media* is called *Marián Matyáš's Pomegranate*. Marián Matyáš (1978 – 2007), a media theorist and a highly successful young scholar, was one of the first graduates of the Faculty of Mass Media Communication (2002), later a lecturer at the same institution. He considerably shaped the face of then-young faculty also as a Senator representing students and their needs and interests. Later, as one the faculty's Vice-Deans, he helped set our current ambitions and the principles we respect today and will respect in the future.

The Pomegranate was first awarded in 2008; the award is presented annually to our students, graduates or colleagues whose scholarly accomplishments or important media-related performances contribute immensely to the development of our faculty and thus honour Marián Matyáš's extraordinary work and personality.



Conference website: <https://fmk.sk/megatrendy-a-media/>



Faculty website: <http://fmk.sk>



Facebook account of FMK Conferences:
<https://www.facebook.com/KonferencieFmk>
(All photos from the conference are here to see)

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PREFACE

Dear Colleagues, Dear Scientific Community,

We are proud to present the conference proceedings associated with the international scientific conference *Megatrends and Media*, held annually by the Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava. In 2017, this annual scholarly event took place for twelfth time. As always, we were pleased to meet scholars, researchers and professionals from Slovakia and abroad; the fact that many of them attend every year and some of them have even become our friends, fills us with pride and sense of a job well done.

The main discussion topic of the *Megatrends and Media* conference, as the subtitle *Media Future* unmistakably suggested, was the future of media production, media industry and media communication as a whole. It would be hard to argue with Andrej Buchamer, one of our keynote speakers; as he claimed during his speech and presentation, "the future is now". Media technologies of today are shaping the world of tomorrow as we speak – whether we like it or not, the ways we communicate (and the technologies we use to disseminate information) determine who we are, where we will go and what we will have to reflect on to see this new, globalised and technologically advanced universe in its true form – so rich and visually compelling, but also too ambivalent, dangerous and uncertain.

Last year, the preface I wrote mentioned that it was hard and problematic to find "an imaginary lighthouse in the vast sea of information, news stories, knowledge, sensations and mediated emotions". Today, a year later, I cannot think about anything better and more adequate to say. The age of uncertainty we live in leads us towards the crucial questions: Do 'smarter' technologies automatically bring smarter users or more active audiences? What will we have to do to preserve freedom of speech, opinion and expression and, at the same time, to eliminate any public demonstrations of social disorder, anti-democratic attitudes or openly vicious opinions? The former question was also posed by Braňo Polák, the CEO and co-owner of STARMEDIA Agency, another of our keynote speakers. The latter issue is, as we believe, closely related to the last year's key topic – critical thinking. We still insist that critical thinking should become a prominent part of education of the general public, of all social groups and individuals regardless of their psycho- and socio-

demographic characteristics. There is no other way of answering the aforementioned questions but by being critical, by constantly revisiting and questioning anything we have known, because it may no longer be true. In the post-factual world full of opinion collisions, half-truths and social anxieties, there really is no other thing we can do.

In 2017, *Megatrends and Media* hosted keynote speakers, media professionals and scholars including world-class experts who discussed the future of media. I am really honoured that the world-known visionary expert on digital games, the co-inventor of one of the most popular gaming devices, Nintendo, Prof. Masayuki Uemura from the Ritsumeikan University Kinugasa Research Organisation, Japan, was able to attend our conference and give a thorough plenary speech on Japanese people and their relationship to digital games. Moreover, as I have mentioned above, it is great to welcome our guests and participants who take part in our conference repeatedly – especially if one of them is Prof. Dr. Alexander Fedorov, the esteemed expert on the development of media literacy, Honourable President of Russian Association for Film & Media Education and Editor-In-Chief of the renowned *Media Education Journal* published in Russia. The trio of foreign keynote speakers also involved Assoc. Prof. Dra. Charo Sádaba, affiliated with the School of Communication at the University of Navarra in Spain, who specialises in the problems of ‘smart’ technologies and their influence on youngsters.

The main topic of the conference was divided into five sections representing partial related problems we aimed to address – Future of Media Terminology, Future of Media Education, Future of Media Influence, Future of Marketing in Media and Future of Games. The conference participants from Slovakia, the Czech Republic, Japan, Spain, Russia, Poland, Croatia and Ukraine presented more than 130 contributions. The conference proceedings you are holding in your hands include 23 best contributions in English from three of the five aforementioned sections. The primary reason for such a strict selection of papers is to present the highest quality possible, to truly enrich the academic discourse on these matters.

We, along with all scholars affiliated with our Faculty of Mass Media Communication, have been doing everything in our power to create a reputable and effective space for discussion among scientists, theorists, researchers and professionals for more than a decade now. Since we are determined to persist in our efforts, this year’s conference proceedings

place special emphasis on topics representing progress, media innovations and the future as a whole. Dear readers, I would also like to underline that our conference *Megatrends and Media* has succeeded in functioning as a platform for the presentation of activities and events organised or supported by our faculty. It has become a tradition to present the award called *Marián Matyáš's Pomegranate*. The award honours students and graduates who have significantly contributed to the development of the Faculty of Mass Media Communication, performed a notable media appearance or created a remarkable media product. In 2017, *The Pomegranate* was awarded to *Radio Aetter*, one of the most successful results of our continuous efforts to offer the faculty's students a creative, professional environment, in which they can develop their communication skills and talents.

Furthermore, we proudly introduced the creative almanac *MUUZA 2017*, published since 2009, as well as our key and most successful scientific journal *Communication Today*. Throughout its existence, the journal has excelled in becoming an internationally recognised scholarly periodical indexed in several prestigious databases (ESCI – Web of Science, Scopus and many more). Our conference also publicly presented the latest issue of another scientific journal in the field of media studies, *European Journal of Media, Art and Photography (EJMAP)*. In these days we are immensely proud to announce that this journal, which reflects on the current development tendencies of the media world in the context of visual media, has been indexed in Web of Science as well. We did not break the tradition of announcing the *Brilliantt* award winners as well. The goal of this competition for primary and secondary schools and universities is to motivate, support and recognise unique activities of educational institutions, which are related to innovations in the area of providing education. The Faculty of Mass Media Communication also proudly stayed a partner organisation of the Slovak nationwide competition "*Children's Rights through Children's Eyes*".

We are very pleased that the conference *Megatrends and Media 2017* was supported by our long-time scientific partners: the Katowice Branch of the Polish Academy of Sciences, the Institute of Political Science of the Slovak Academy of Sciences, the Institute of Theatre and Film Research of the Slovak Academy of Sciences, the Centre for Innovation, Technology Transfer and Development Foundation of the University of Silesia (Poland), the Polish Public Relations Association and the *European Journal of Science and Theology* (Romania). Our general partners

deserve a huge ‘thank you’ as well – I would like to express our gratitude to the Trnava Self-governing Region, ASBIS, Ltd, KRAS – the Club of Slovak Advertising Agencies and the Cluster of Tourism – West Slovakia. The willingness of these institutions to participate in our conference is the best possible proof of its renowned status in the Central European area. I would like to thank our partners, colleagues and friends for supporting us and helping us make our conference better.

However, I would like to emphasise once again that it is not only the variety and professional capacity of our participants, which continually distinguishes us from many other domestic or foreign conferences and scientific events. It is mainly the spirit of our professional and enthusiastic team, of our colleagues and students from the organising and programme committee who always work hard to organise two great days full of intellectual energy, interesting debates and positive experiences that are impossible to forget.

In the era when we are literally living our future, it is also necessary to remember and learn from events of the past. I assure you that besides taking steps towards the future, our conference proceedings also reflect what we remember and what we have experienced together.

Assoc. Prof. Dr. Dana Petranová, PhD.

*Dean of the Faculty of Mass Media Communication
University of SS. Cyril and Methodius in Trnava*

FUTURE OF MEDIA EDUCATION

MEDIA FUTURE



THE ROLE OF A DEBATE IN THE DEVELOPMENT OF CRITICAL THINKING

Zuzana Bačíková

ABSTRACT:

The purpose of this document is to explore an effect of debate used in university education process on development of critical thinking. This study used a quasi-experimental research and involved two classes of students grouped into experimental group and control group. A tailored version of standardized critical thinking test inspired by Watson Glaser Critical Thinking Appraisal, a test of controversy and a self-evaluation were used as research instruments. Even though, that our results showed that a use of debate has no effect on development of critical thinking level and critical thinking drill has no effect on level of estimate in self-evaluation, there are some implications for educators, psychologists, methodologists and philosophers.

KEY WORDS:

critical thinking, digitalization, human, influence, media

1 Introduction

The trust of media as a result of widespread misreporting and false information is decreasing,¹ but also we are witnesses of screen-based reading behaviour characterized by more time spent on browsing and scanning, keyword spotting, one-time reading, non-linear reading, and reading more selectively, while less time is spent on in-depth reading, and concentrated reading.² With amount of unreliable information and neglected reception of information, it is hard to reduce impact of misinformation on consumers using the Internet. Study about visibility of unscientific information on the Internet about childhood vaccination shows that during an Internet search is likely to be exposed to a significant amount of antivaccination information.³ The impact of

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- 1 CHAHAL, M.: *The Fake News Effect: What Does it Mean for Advertisers?* [online]. [2017-04-10]. Available at: <<https://www.marketingweek.com/2017/03/27/the-fake-news-effect/>>.
 - 2 LIU, Z.: Reading Behavior in the Digital Environment. In *Journal of Documentation*, 2005, Vol. 61, No. 6, p. 700. [online]. [2017-04-10]. Available at: <<http://dx.doi.org/10.1108/00220410510632040>>.
 - 3 WOLFE, R. M., SHARP, L. K.: Vaccination or Immunization? The Impact of

opponents of childhood vaccination is present for example in Romania.⁴ Other less known cases of uncritical thinking can be oral use of Chlorine dioxide in faith of final solution to all diseases.⁵ Due to impacts like these, society has to react.

The education systems more commonly integrate activities focused on development of the critical thinking. Main reasons for these steps are findings of many researches. Students with greater critical thinking dispositions achieve better grades in school⁶ and also better learning outcomes from real-life simulations.⁷ In general, a critical thinking incites inquisitiveness with regard to a wider range of issues, concern to become and remain generally well-informed, alertness to opportunities to use critical thinking, trust in the processes of reasoned inquiry, self-confidence in one's own ability to reason, open-mindedness regarding divergent world views, flexibility in considering alternatives and opinions, understanding of the opinions of other people, fair-mindedness in appraising reasoning, honesty in facing one's own biases, prejudices, stereotypes, egocentric or sociocentric tendencies, prudence in suspending, making or altering judgments, willingness to reconsider and revise views where honest reflection suggests that change is warranted.⁸ A critical thinking can be

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- Search Terms on the Internet. In *Journal of Health Communication: International Perspectives*, 2005, Vol. 10, No. 6, p. 537. [online]. [2017-04-18]. Available at: <<http://www.tandfonline.com/doi/abs/10.1080/10810730500228847>>.
- 4 FOLENTOVÁ, V.: *Aj Slovensko je ohrozené epidémiou osýpok, aká zabíja v Rumunsku, počet očkovanych klesá*. [online]. [2017-04-18]. Available at: <<https://dennikn.sk/698962/aj-slovensko-je-ohrozene-epidemiou-osypok-aka-zabija-v-rumunsku-pocet-ockovanych-klesa/>>.
- 5 ŠMÍDТОVÁ, M.: *Inspekce varuje před přípravkem Miracle Mineral Supplement*. [online]. [2017-04-18]. Available at: <<http://www.szpi.gov.cz/clanek/inspekce-varuje-pred-pripravkem-miracle-mineral-supplement.aspx?q=JmNobnVtPTEmaGw9bW1z>>.
- 6 KOSTURKOVÁ, M.: Komponenty súvisiace s úrovňou kritického myslenia žiakov SŠ. In DUPKALOVÁ, M., HUDÁKOVÁ, T. (eds.): *Súčasné aspekty pedagogickej profesie*. Prešov : Prešovská univerzita v Prešove, 2015, p. 189.
- 7 BELL, R., LOON, M.: The Impact of Critical Thinking Disposition on Learning Using Business Simulations. In *The International Journal of Management Education*, 2015, Vol. 13, No. 1, p. 125. [online]. [2017-04-10]. Available at: <<http://dx.doi.org/10.1016/j.ijme.2015.01.002>>.
- 8 FACIONE, A. P.: *Critical Thinking: A Statement of Expert Consensus for Purposes of Educational Assessment and Instruction (Executive Summary: The Delphi Report)*. [online]. [2017-04-12]. Available at: <https://assessment.trinity.duke.edu/documents/Delphi_Report.pdf>.

perceived as a way of perceptions and materialized attitudes toward the world. The majority of definitions interpret critical thinking as a process. For example, Paris points out, that critical thinking is logical thought process, which leads to acceptance or non-acceptance for surrounding or confronting stimuli.⁹ Sternberg defines critical thinking as the mental processes, strategies, and representations, which people use to solve problems, make decisions, and learn new concepts¹⁰ or Gabennesch's definition of critical thinking is the use of rational skills and values to get as close as possible to the truth.¹¹ These definitions do not consider the consequences of critical thinking process, because there is nothing like true in human and even in natural sciences. Another way of the critical thinking definitions are connected with abilities and skills. Bemesh defined critical thinking as cognitive skills (as a set of higher ordered thinking skills including evaluation, analysis, and synthesis) and for social change (as social practice to expose socio-political roots of knowledge and bring changes).¹²

The most complex definition of critical thinking offers Facione, which was created by expert consensus. The definition explains: „*We understand critical thinking to be purposeful, self-regulatory judgment which results in interpretation, analysis, evaluation, and inference, as well as explanation of the evidential, conceptual, methodological, criteriological, or contextual considerations upon which that judgment is based. Critical thinking is essential as a tool of inquiry. As such, critical thinking is a liberating force in education and a powerful resource in one's personal and civic life. While not synonymous with good thinking, critical thinking is a pervasive and self-rectifying human phenomenon. The ideal critical thinker is habitually inquisitive, well-informed, trustful of reason, open-minded, flexible, fair-minded in evaluation, honest in facing personal biases, prudent in making judgments, willing to reconsider, clear about issues, orderly in complex*

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- 9 PARIS, P. G.: Critical Thinking and the Use of the Internet as a Resource. In *International Education Journal*, 2002, Vol. 4, No. 1, p. 30. [online]. [2017-04-10]. Available at: <<https://ehlt.flinders.edu.au/education/iej/articles/v4n1/paris/paper.pdf>>.
 - 10 STERNBERG, R. J.: *Critical Thinking: Its Nature, Measurement, and Improvement*. Washington : National Inst. of Education, 1986. [online]. [2017-04-12]. Available at: <<https://eric.ed.gov/?id=ED272882>>.
 - 11 GABENNESCH, H.: *Critical Thinking: What Is It Good for?* [online], [2017-04-10]. Available at: <http://www.csicop.org/si/show/critical_thinking_what_is_it_good_for_in_fact_what_is_it>.
 - 12 BENESH, S.: Critical Thinking: A Learning Process for Democracy. In *TESOL Quarterly*, 1993, Vol. 27, No. 3, p. 545.

*matters, diligent in seeking relevant information, reasonable in the selection of criteria, focused in inquiry, and persistent in seeking results which are as precise as the subject and the circumstances of inquiry permit. Thus, educating good critical thinkers means working toward this ideal. It combines developing critical thinking skills with nurturing those dispositions which consistently yield useful insights and which are the basis of a rational and democratic society.*¹³ If we accept definitions based on skills, we have to admit possibilities of measurement of critical thinking.

Well known tests are for example Cornell Critical Thinking Test, the Waston-Glaser Critical Thinking Test or the New Jersey Test of Reasoning. These tests are based on the logical reasoning skills, which are quite isolated from critical thinking.¹⁴ The next criticism is based on ability of reading comprehension of these tests. Due to it, it is possible to improve the critical thinking by training reading comprehension especially in terms of the ability to read and read between the lines.¹⁵ However, the critical thinking is not only about reading, but also about understanding mathematics, writing skills and many others. It is proven that, there is a correlation between writing quality and critical thinking skills.¹⁶ Nevertheless, study about correlations between few critical thinking tests suggests that there is strong correlation between them, but some items are unproductive, ambiguous, do not relate to the total score, some do not discriminate well between those who do not; some appear to be more related to mathematics or vocabulary than to reasoning.¹⁷ Even

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- 13 FACIONE, A. P.: *Critical Thinking: A Statement of Expert Consensus for Purposes of Educational Assessment and Instruction (Executive Summary: The Delphi Report)*. [online]. [2017-04-12]. Available at: <https://assessment.trinity.duke.edu/documents/Delphi_Report.pdf>.
 - 14 QUELLMALZ, E. S.: *Needed: Better Methods for Testing Higher-Order Thinking Skills*. [online]. [2017-04-10]. Available at: <http://eltvoices.in/Volume7/Issue_1/EVI_67_2.pdf>.
 - 15 POURGHASEMIAN, H., HOSSEINI, M. B.: Critical Thinking Skills Instruction and Reading between the Lines. In *International Journal for Teachers of English*, 2017, Vol. 7, No. 1, p. 12-13. [online]. [2017-04-10]. Available at: <http://eltvoices.in/Volume7/Issue_1/EVI_67_2.pdf>.
 - 16 SINAGA, P., FERANIE, S.: Enhancing Critical Thinking Skills and Writing Skills through the Variation in Non-Traditional Writing Task. In *International Journal of Instruction*, 2017, Vol. 10, No. 2, p. 1. [online]. [2017-04-10]. Available at: <http://www.e-iji.net/dosyalar/iji_2017_2_5.pdf>.
 - 17 POURGHASEMIAN, H., HOSSEINI, M. B.: Critical Thinking Skills Instruction and Reading between the Lines. In *International Journal for Teachers of*

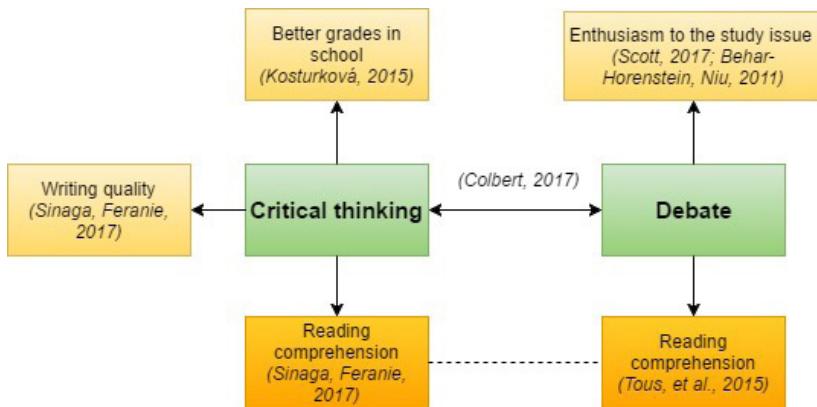
with doubts with definitions and measurements of critical thinking, there is consensus about possibilities of its development. The experts coincide that people can learn how to think more objectively and logically, how to expand repertoire of more specialized procedures and criteria used in different areas of human thought and inquiry¹⁸ and also they bring some tools for its development.¹⁹

The study find that collaborative learning had performed significantly better results on the critical thinking test than students who studied individually.²⁰ A similar finding was noticed with integrated learning model against fragmented learning model.²¹ As we can see critical thinking exercises can be integrated part of education process and should be realized by public cooperation of students. Both conditions are satisfied by **the debate**. Debates are creative and competitive activities, in which people cooperate to decide the best way to solve the problem or compete to promote their positions. The part of debate is argumentation and it requires informal logic, analogies, principles, metaphors or narratives.²² Through debate, students could learn key argumentative and also communication skills.²³ The assumption in the development of critical thinking skills by debate are based on presentations opposing

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- English*, 2017, Vol. 7, No. 1, p. 12-13. [online]. [2017-04-10]. Available at: <http://eltvoices.in/Volume7/Issue_1/EVI_67_2.pdf>.
- 18 FACIONE, A. P.: *Critical Thinking: A Statement of Expert Consensus for Purposes of Educational Assessment and Instruction (Executive Summary: The Delphi Report)*. [online]. [2017-04-12]. Available at: <https://assessment.trinity.duke.edu/documents/Delphi_Report.pdf>.
- 19 THEDA, T. et al: Critical Thinking and Reasoning for Information Systems Students. In *Issues in Informing Science and Information Technology*, 2004, Vol. 1, No. 1, p. 115. [online]. [2017-04-10]. Available at: <<http://proceedings.informingscience.org/InSITE2004/025thoma.pdf>>.
- 20 GOKHALE, A. A.: Collaborative Learning Enhances Critical Thinking. In *The Journal of Technology Education*, 1995, Vol. 7, No. 1, p. 1. [online]. [2017-04-10]. Available at: <<https://lnk.sk/jl56>>.
- 21 MORANTE, E., ULESKY, A.: Assessment of Reasoning Abilities. In *Educational Leadership*, 1984, Vol. 42, No. 1, p. 72-74. [online]. [2017-04-12]. Available at: <http://ascd.com/ASCD/pdf/journals/ed_lead/el_198409_morante.pdf>.
- 22 TRAPP, R. et al.: *Objavovanie sveta debatou*. 3rd Edition. New York : International Debate Education Association, 2005. [online]. [2017-04-12]. Available at: <<https://lnk.sk/zwQ9>>.
- 23 SCHULCZ, A. et al.: *Trénerov sprievodca akademickou debatou*. Bratislava : Slovenská debatná asociácia, 2007. [online]. [2017-04-12]. Available at: <http://www.sda.sk/sites/default/files/tsad_beta_0.pdf>.

positions of opinions. By showing the whole spectrum of attitudes and arguments, after evaluations all of them, students can choose their own opinion without uncritical identification with opinions of others.²⁴ The common impacts of critical thinking and debate are showed at the picture 1. Debaters outscored nondebaters on the critical thinking appraisal.²⁵ Debate technique had a statistically significant effect on the students' reading comprehension.²⁶ As we already know reading comprehension is common denominator of critical thinking and also debate. Debates raised participation of students and enthusiasm for class discussion and also evaluations of instructors.²⁷ It can be caused by student's belief, that the debates helped them to learn new knowledge, to gain an understanding of the topic and to gain additional knowledge on the subject. They preferred preparation for a debate than taking a test.²⁸ We have to admit that debates are popular among students. Nevertheless, there are some challenges related with speaking in front of class or defending their cases.²⁹

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- 24 NEMČOK, M. et al.: *Debatná príručka pre stredoškolské kluby*. 2nd Edition. Bratislava : Slovenská debatná asociácia, 2014. [online]. [2017-04-12]. Available at: <http://sda.sk/sites/default/files/debatna_prirucka.pdf>.
 - 25 COLBERT, K. R.: *The Effects of CEDA and NDT Debate Training on Critical Thinking Ability*. [online]. [2017-04-12]. Available at: <<https://eric.ed.gov/?id=ED286228>>.
 - 26 TOUS, M. D. et al.: The Effect of Instructing Critical Thinking through Debate on Male and Female EFL Learners' Reading Comprehension. In *Journal of the Scholarship of Teaching and Learning*, 2015, Vol. 15 No. 4, p. 35. [online]. [2017-04-12]. Available at: <<http://files.eric.ed.gov/fulltext/EJ1074835.pdf>>.
 - 27 GREEN III, C. S., KLUG, H. G.: Teaching Critical Thinking and Writing through Debates: An Experimental Evaluation. In *Teaching Sociology*, 1990, Vol. 18, No. 4, p. 465-469. [online]. [2017-04-10]. Available at: <<http://www.jstor.org/stable/1317631>>.
 - 28 SCOTT, S.: *Perceptions of Students' Learning Critical Thinking through Debate in a Technology Classroom: A Case Study*. [online]. [2017-04-12]. Available at: <<https://scholar.lib.vt.edu/ejournals/JOTS/v34/v34n1/pdf/scott.pdf>>.
 - 29 BEHAR-HORENSTEIN, L. S., NIU, L.: Teaching Critical Thinking Skills In Higher Education: A Review Of The Literature. In *Journal of College Teaching & Learning*, 2011, Vol. 8, No. 2, p. 25. [online]. [2017-04-12]. Available at: <https://www.researchgate.net/publication/267567046_Teaching_Critical_Thinking_Skills_In_Higher_Education_A_Review_Of_The_Literature>.



Picture 1: The impacts of critical thinking and debate

Source: own adaptation based on multiple sources

The main criticism of debate as an educational activity of critical thinking is connected with ironically uncritical causal relationship between participation in debate and improved critical thinking ability. It can be caused only by attractiveness of debate by people who are natural critical thinkers.³⁰ An explanation offers also the claim, that more detailed knowledge improves critical thinking skills, because critical thinking requires individuals to apply what they know about the subject matter.³¹ It is in match with self-evaluation claims of students.³² Next criticism is connected with dual positions in debate (only yes or no statement), final stage (only winning or losing), validation of point of view (some solutions can be the best) and confrontational classroom environment.³³

- 30 GREENSTREET, R.: Academic Debate and Critical Thinking: A Look at the Evidence. In *International Conference on Critical Thinking and Education Reform*. CA : Sonoma State University, 1992, p. 7. [online]. [2017-04-12]. Available at: <<https://eric.ed.gov/?id=ED349586>>.
- 31 NORRIS, S. P.: Synthesis of Research on Critical Thinking. In *Educational leadership*, 1985, Vol. 42, No. 8, p. 44. [online]. [2017-04-10]. Available at: <<http://www.ilearnincambodia.net/uploads/3/1/0/9/31096741/synthct.pdf>>.
- 32 SCOTT, S.: *Perceptions of Students' Learning Critical Thinking through Debate in a Technology Classroom: A Case Study*. [online]. [2017-04-12]. Available at: <<https://scholar.lib.vt.edu/ejournals/JOTS/v34/v34n1/pdf/scott.pdf>>.
- 33 VARGO, S. P.: *Teaching by Debate*. [online]. [2017-04-12]. Available at: <http://www.usma.edu/cfe/Literature/Vargo_12.pdf>.

2 Research method

Based on this consideration, the research aim is to investigate the role of a debate in the development of critical thinking in university education. We assume the research question (RQ): Does using debate have any effect on critical thinking level? Null hypothesis (H_0): The use of debate has no effect on development of critical thinking level. This study used a quasi-experimental research³⁴ and involved two classes of students grouped into experimental group and control group.

2.1 Participants

The research sample consisted of university students of Marketing Communication at the Department of Media Studies (n=45) at the Faculty of Arts at the University of Constantine the Philosopher in Nitra, Slovakia. Data collection took place on 28th March 2017. The participants were students, who were studying on the first and second year of university with an age range of 19-23 years. First group took place in seminar Psychology for a masmedia studies (1th graders – control group) and second one in Selective seminar (2nd graders – experimental group). Thought gender was not at issue, both groups was included (38 females and 7 males).

2.2 Materials

The debate manipulations took the form of *implementation of debate* in Selective seminar. The syllabus of course was constructed of introduction at the first time of course and role-plays debates for a rest of meetings. Introduction instructions contained the explanation of critical thinking and its phases of process. A next meeting contains role-play debates on various topics. Students were informed about topic week ahead, in order to prepare their written reflection about topic. Topics were for example *The use of advertising and marketing communications and children consumption; Autonomic cars, internet of thinks and digital technology or Concessionary fees* and so on. Students were randomly chosen into the role of defendant and advocate. The role-play debates lessons were divided

34 GAVORA, P. et al.: *Elektronická učebnica pedagogického výskumu*. [online]. [2017-04-12]. Available at: <<http://www.e-metodologia.fedu.uniba.sk/index.php/slovník/slova.php>>.

into this sections: organisation of lesson (10 minutes), comparison of reflection in group of defendants and in group of advocates, preparation of strategy of debate and selection of speakers (20 minutes), discussion between defendants and advocates (25 minutes), consultation in groups of defendants and in group of advocates (15 minutes), final discussion between defendants and advocates (15 minutes) and evaluation of discussion, random choose of roles and presentation of new topic (5 minutes). Students could work only with authorized sources (professional and scientific journals). There were one instruction lecture and four role-play debates before post-test.

2.3 Instruments

It is recommended to use multiple test measures, including quantitative and qualitative to assess changes in students' critical thinking skills.³⁵ A mixed instruments approach was chosen for its value of examining complex issues involving the human element integrating the strengths of quantitative and qualitative research and lack of validity of instruments. Due to this we decided to use three measurement instruments:

1. A tailored version of standardized critical thinking test inspired by Watson Glaser Critical Thinking Appraisal³⁶ consisting of five parts – inferences, assumptions, deductions, interpreting information and arguments (18 items). An Original version consists of five parts with 85 items. Participant should answer as many questions as possible within 40 minutes. Due to time frustration in the original test, we set 18 items (5; 4; 3; 3; 3 items in the parts) for 8,5 minutes. The reason for test adaptation was time saving of completing the mixed measurement of critical thinking.
2. A test of controversy. The aim of author's test was detection of skills consisted of awareness of contradiction in accordance with skill definition of critical thinking.³⁷ Students had to write their agreed and disagreeable statements on selected topics. For example, the possible answers for topic *Employers should allow to all employees*

35 BEHAR-HORENSTEIN, L. S., NIU, L.: Teaching Critical Thinking Skills In Higher Education: A Review Of The Literature. In *Journal of College Teaching & Learning*, 2011, Vol. 8, No. 2, p. 25. [online]. [2017-04-12]. Available at: <<https://lnk.sk/xQ02>>.

36 *Assessment Day*. [online]. [2017-04-23]. Available at: <<https://lnk.sk/EIJP>>.

37 BENESH, S.: Critical Thinking: A Learning Process for Democracy. In *TESOL Quarterly*, 1993, Vol. 27, No. 3, p. 545.

the possibility of flexible working hour could be Yes. More flexibility improves employees work and private balance, and therefore their productivity; Yes. Valuation of employees increases their productivity and decreases their fluctuation; or Not. Flexible working time leads to work fewer hours, which reduces the amount of time spent in the workplace. This makes the career process more difficult. Test was inspired by exercises of Slovak debate association,³⁸ consisted with 5 topics and 15 minutes time frustration. In evaluation phase we should considered especially in appearance of bipolarity statements, amount of arguments and amount of strong and weak arguments. This test assumes, as Facione pointed out, that critical thinking is the same as creative thinking, or it is part of the other.³⁹

3. A self-evaluation. Last instrument was possibility of respondent to evaluate their level of critical thinking. They should evaluate themselves by grades as in school according to pattern of Kruger and Dunning.⁴⁰

2.4 Procedure

All measurement instruments were administered with 45 participants through computer aided web querying (Google Forms). They were divided into two relatively equal-sized groups. The experimental group consisted of 24 students; 3 males and 18 females and the control group consisted of 21 students; 4 males and 20 females. Both groups received instruction about 3 measurement instruments and time frustration (total 25 minutes). However, the experimental group received instruction on critical thinking and exercised through debate as we described above. A t-test was run to compare the performance of the experimental group with that of the control group on the standardized critical thinking test and test of controversy.

38 Slovenská debatná asociácia. [online]. [2017-04-23]. Available at: <<http://www.sda.sk/>>.

39 FACIONE, P. A.: Critical Thinking: What It Is and Why It counts. In *Insight Assessment*, 2017, Vol. 1, No. 1, p. 1. [online]. [2017-04-10]. Available at: <<https://lnk.sk/mT48>>.

40 KRUGER, J., DUNNING, D.: Unskilled and Unaware of It: How Difficulties in Recognizing One's Own Incpompetence Lead to Inflated Self-Assessments. In *Journal of Personality and Social Psychology*, 1999, Vol. 77, No. 6, p. 1124. [online]. [2017-04-23]. Available at: <<https://lnk.sk/rtL8>>.

2.5 Analysis and results

The descriptive statistics for the data collected from the tailored version of standardized critical thinking test shows, that there is a difference of 0,84 point between experimental and control group in favour of experimental group with critical thinking manipulation.

Table 1: Descriptive statistics of the standardized critical thinking test

	N	Mean	Std. Deviation
Control group	21	9,29	2,194
Experimental group	24	10,13	2,525
Total	45	9,73	2,387

Source: own processing

The critical thinking score of standardized test was slightly higher at experimental group with critical thinking drill ($\bar{X}=10,13$) than control group ($\bar{X}=9,29$). However, the difference **did not support the hypothesis that debate has effect on critical thinking level** since the obtained value of a $t(44) = -1,182$, $p > 0,05$. The descriptive statistics for the data collected from a test of controversy shows, that there is a difference between experimental and control group in each followed category – bipolarity of statements, amount of arguments, amount of strong arguments and weak arguments. Even in this test, performance was slightly higher in favour of experimental group, but the difference **did not support the hypothesis that debate has an effect on critical thinking level** since the obtained values showed in table 3.

Table 2: Descriptive statistics of the test of controversy

		N	Mean	Std. Deviation	Std. Error Mean
bipolarity statements	Control group	21	1,10	1,758	,384
	Experimental group	24	1,75	1,962	,400
amount of arguments	Control group	21	6,00	4,416	,964
	Experimental group	24	7,75	4,830	,986
strong arguments	Control group	21	4,05	3,324	,725
	Experimental group	24	5,71	3,747	,765
weak arguments	Control group	21	1,95	1,564	,341
	Experimental group	24	2,04	1,967	,401

Source: own processing

Table 3: Independent samples test of the test of controversy

		t-test for Equality of Means						
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Diffe- rence	95% Confidence Interval of the Difference	
							Lower	Upper
bipolarity statements	Control group	-1,172	43,000	,248	-,655	,559	-1,781	,472
	Experimental group	-1,181	42,969	,244	-,655	,555	-1,773	,464
amount of arguments	Control group	-1,262	43,000	,214	-1,750	1,387	-4,547	1,047
	Experimental group	-1,269	42,905	,211	-1,750	1,379	-4,530	1,030
strong arguments	Control group	-1,563	43,000	,125	-1,661	1,063	-3,804	,482
	Experimental group	-1,575	42,988	,122	-1,661	1,054	-3,787	,465
weak arguments	Control group	-,167	43,000	,868	-,089	,535	-1,168	,990
	Experimental group	-,169	42,646	,866	-,089	,527	-1,152	,974

Source: own processing

Last evaluation concerns the self-evaluation of critical thinking abilities. As results in table 4 shows, the experimental group overestimated and also underestimate more often than control group. Nevertheless, the difference **did not support the hypothesis that critical thinking drill has an effect on level of estimate in self-evaluation** since the obtained value of a $t(44) = -0,583$, $p > 0,05$.

Table 4: Descriptive statistics of the self-evaluation

	self-evaluation		
	underestimate	estimate	overestimate
Control group	4,8%	90,5%	4,8%
Experimental group	12,5%	66,7%	20,8%
Total	8,9%	77,8%	13,3%

Source: own processing

3 Discussion

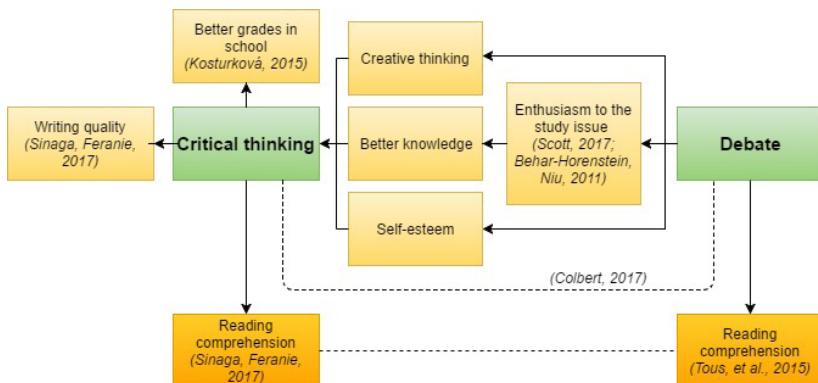
Our results show that a use of debate has no effect on development of critical thinking level. There is little possible explanation. Most likely, *particular way of integration of debate into learning process has no effect on development of critical thinking*. The experimental group received instruction on critical thinking and exercised through debate as we described before. Students knew, that they were practising critical thinking, because the main goal of course was increasing its

level. In accordance with findings Morante and Ulesky it is necessary to integrate critical thinking⁴¹ and in accordance of our findings we cannot learn critical thinking in an isolation of other knowledge. Also an awareness of students about aim of course could cause, that their self-esteem increase and decrease in the same time according to pattern of Kruger's and Dunning's experiment.⁴² Even the modification of format of debate could cause no effect on development as mentioned Colbert before.⁴³ The lecturer needs to be considered too.

Second explanation can be expressed by: *use of debate has no direct effect on development of critical thinking*. The impacts of critical thinking and debate were already noticed as we shown in the picture 1. Since critical thinking process “*results in interpretation, analysis, evaluation, and inference, as well as explanation of the evidential, conceptual, methodological, criteriological, or contextual considerations*”,⁴⁴ we should considerate that debate has many impacts on critical thinking. According to Scott⁴⁵ and Behar-Horenstein and Niu,⁴⁶ the enthusiasm of students to the study issue is present while students are debating. Similar evaluations in form of written positive feedbacks from students was present also in

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- 41 MORANTE, E., ULESKY, A.: Assessment of Reasoning Abilities. In *Educational Leadership*, 1984, Vol. 42, No. 1, p. 72-74. [online]. [2017-04-12]. Available at: <http://ascd.com/ASCD/pdf/journals/ed_lead/el_198409_morante.pdf>.
- 42 KRUGER, J., DUNNING, D.: Unskilled and Unaware of It: How Difficulties in Recognizing One's Own Incopmpetence Lead to Inflated Self-Assessments. In *Journal of Personality and Social Psychology*, 1999, Vol. 77, No. 6, p. 1124. [online]. [2017-04-23]. Available at: <<https://lnk.sk/rtL8>>.
- 43 COLBERT, K. R.: *The Effects of CEDA and NDT Debate Training on Critical Thinking Ability*. [online]. [2017-04-12]. Available at: <<https://eric.ed.gov/?id=ED286228>>.
- 44 FACIONE, A. P.: *Critical Thinking: A Statement of Expert Consensus for Purposes of Educational Assessment and Instruction (Executive Summary: The Delphi Report)*. [online]. [2017-04-12]. Available at: <https://assessment.trinity.duke.edu/documents/Delphi_Report.pdf>.
- 45 SCOTT, S.: *Perceptions of Students' Learning Critical Thinking through Debate in a Technology Classroom: A Case Study*. [online]. [2017-04-12]. Available at: <<https://scholar.lib.vt.edu/ejournals/JOTS/v34/v34n1/pdf/scott.pdf>>.
- 46 BEHAR-HORENSTEIN, L. S., NIU, L.: Teaching Critical Thinking Skills In Higher Education: A Review Of The Literature. In *Journal of College Teaching & Learning*, 2011, Vol. 8, No. 2, p. 25. [online]. [2017-04-12]. Available at: <https://www.researchgate.net/publication/267567046_Teaching_CriticalThinking_Skills_In_Higher_Education_A_Review_Of_The_Literature>.

our manipulation. An enthusiasm can be an indirect reason for better critical thinking performance and can leads to better knowledge. People are no able to interpret, analyse, evaluate and even conclude without sufficient knowledge, because critical thinking requires individuals to apply, what they know about the subject matter⁴⁷ and it relates also with creative thinking.⁴⁸ According our findings in descriptive statistics of the self-evaluation, students with critical thinking manipulations simultaneously overestimate and underestimate their capabilities. It seems, that using debate supports Kruger and Dunning effect.⁴⁹ Better critical thinkers were less confident in way of Percy Bysshe Shelley quote: "*The more we study the more we discover our ignorance*".⁵⁰ On the other side, worse critical thinkers were confident, about themselves that, they are better critical thinkers. Due to it is necessary to find place for rationalisation⁵¹ and also other impacts of critical thinking.



Picture 2: The model of supposed debate impacts on critical thinking

Source: own adaptation based on multiple sources

- 47 NORRIS, S. P.: Synthesis of Research on Critical Thinking. In *Educational leadership*, 1985, Vol. 42, No. 8, p. 44. [online]. [2017-04-10]. Available at: <<http://www.ilearnincambodia.net/uploads/3/1/0/9/31096741/synthct.pdf>>.
- 48 FACIONE, P. A.: Critical Thinking: What It Is and Why It counts. In *Insight Assessment*, 2017, Vol. 1, No. 1, p. 1. [online]. [2017-04-10]. Available at: <<https://lnk.sk/mT48>>.
- 49 KRUGER, J., DUNNING, D.: Unskilled and Unaware of It: How Difficulties in Recognizing One's Own Incompetence Lead to Inflated Self-Assessments. In *Journal of Personality and Social Psychology*, 1999, Vol. 77, No. 6, p. 1124. [online]. [2017-04-23]. Available at: <<https://lnk.sk/rtL8>>.
- 50 Brainy Quote. [online]. [2017-04-24]. Available at: <<https://lnk.sk/KY46>>.
- 51 KAHNEMAN, D.: *Myšlení rychlé a pomalé*. Brno : Jan Melvil Publishing, 2011, p. 55.

Thirdly, *particular way of using the research design cannot detect effect on development of critical thinking*. Several problems accompanying the chosen research method and need to be considered. Mainly study used a quasi-experimental research with experimental and control group, but pre-test and post-test were missing. In accordance with Behar-Horenstein and Niu findings, the pre-experimental design reveals statistically significant results at the post-test more frequently than the quasi and true experimental designs as in our case.⁵² Another issue is connected with duration of treatment (5 weeks). It is clear, that the longer the treatment, the greater the likelihood of statistically significant changes in students' critical thinking.⁵³ The most vulnerable limit of research design concerns about convenience participants – comparison of university students of 1th grade and 2nd grade, sample size and one university structure. Also a standardized critical thinking test inspired by Watson Glaser Critical Thinking Appraisal⁵⁴ was shortened and translated to Slovak language, what could disrupt internal validity and reliability of the test and the use of new test of controversy can be associated with low level of reliability. Finally, students could be disrupted by computer aided web querying. Fourthly, we should admit that *the use of debate has no effect on development of critical thinking level*, because it forces to accept position in debate in some kind of agreement or disagreement and creates competitive environment, which leads into validation of opinions.⁵⁵ And finally, most unlikely explanation could be that, *there is nothing like critical thinking*. The process definitions of critical thinking does not explain, what is the difference between higher-order thinking cognitive skills and critical thinking.⁵⁶ This is what connects critical thinking with the endless psychology discussion around genetics and

52 BEHAR-HORENSTEIN, L. S., NIU, L.: Teaching Critical Thinking Skills In Higher Education: A Review Of The Literature. In *Journal of College Teaching & Learning*, 2011, Vol. 8, No. 2, p. 25. [online]. [2017-04-12]. Available at: <<https://lnk.sk/gxMT>>.

53 BEHAR-HORENSTEIN, L. S., NIU, L.: Teaching Critical Thinking Skills In Higher Education: A Review Of The Literature. In *Journal of College Teaching & Learning*, 2011, Vol. 8, No. 2, p. 25. [online]. [2017-04-12]. Available at: <<https://lnk.sk/gxMT>>.

54 *Assessment Day*. [online]. [2017-04-23]. Available at: <<https://lnk.sk/EIJP>>.

55 VARGO, S. P.: *Teaching by Debate*. [online]. [2017-04-12]. Available at: <http://www.usma.edu/cfe/Literature/Vargo_12.pdf>.

56 BENESH, S.: Critical Thinking: A Learning Process for Democracy. In *TESOL Quarterly*, 1993, Vol. 27, No. 3, p. 545.

environments.⁵⁷ If critical thinking comes from genetics, we are not absolutely capable of its full development.

Conclusion

Even though, that our results showed that a use of debate has no effect on development of critical thinking level, we have some interesting implication for overestimation and underestimation of students using debate in education process. Due to this implication, we do not recommend isolated teaching of critical thinking. Main implications are focused on future critical thinking research – validation of integration vs. isolation of critical thinking development into education process, place of lack of knowledge and critical thinking (older vs. younger respondents), place of creative thinking (score comparison of creativity tests vs. critical thinking tests), place of higher-order cognitive thinking (score comparison of intelligence tests and critical thinking tests), role of rationalisation during critical thinking process, difference between consumer thinking and critical thinking and finally, validation of critical thinking test.

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57 BRONFENBRENNER, U.: Ecology of the Family as a Context for Human Development: Research Perspectives. In *Developmental psychology*, 1986, Vol. 22, No. 6, p. 723. [online]. [2017-04-24]. Available at: <http://www.psy.miami.edu/faculty/dmessinger/c_c/rsrcts/rdgs/emot/Bronfenbrenner.DP1986.pdf>.

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BEGINNING OF THE DIGITAL GAMES MARKET IN SLOVAKIA: INFLUENCES, FIRST SUBJECTS AND HERITAGES OF SOCIALISM

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ABSTRACT:

The paper based on author's master thesis "Capitalism: The Trial Version", which focused on the creation of digital games market in Slovakia. In presented text, the focus is on the influences, first subjects, so called "heritages of socialism", and their overcoming. Firstly author discuss the method of deconstructive approach to the history. Than he talks about influences, which could be external/internal or historical/contemporary. Next chapter identifies three heritages of socialism: game clubs, black market and lack of information. Lastly the text introduces the first market actors and show how they overcome the heritages.

KEY WORDS:

black market, digital games markets, heritages of socialism, game clubs, Slovakia, transition economies

Introduction

This paper aims to map the basic problems for the commercial subjects in the newly found market¹ of videogames, in Slovakia, after the 1989 revolution, and the way they were overcome. The era of transformation from socialist economy to capitalist was not smooth and the games market had some specific issues to deal with. In this time, 3 major factors influenced the appearance of this market:

- 1) change in the social, the economical and the political arrangement of the country after the Velvet revolution,²
- 2) the worldwide fast advance of the information technologies,
- 3) and of course the rise of videogames markets around the globe, where situation become much better after the Atari crisis.³

1 I found it more accurate, to use the term market, instead of industry, as the term game industry resembles something larger, with many actors, contrary to market, which refers to the process of Exchange (remark by the author).

2 The revolution to overthrow the rule of one party (remark by the author).

3 Second and third factors are closely connected so in this paper I will deal with them in one chapter (remark by the author).

All this factors led to events that changed the perception of digital games (and theirs players) in our region from a hobby, closely connected to the computer discourse, to a medium "for the whole family". This paper focuses on a specific part of my master thesis research, which had a historic and qualitative character. The outcomes can bring insight in the topic of transformation/creation of this characteristic media market. After short introduction to the selected research methods I sum the influences on the newly formed market of digital games. Than I name the 3 identified problems, that subjects on this market had to face. Finally I will look at the changes, that led to overcoming of these heritages.

1 The approach

As Munslow argues, the history research can not be scientific in the most usual perception of science.⁴ It is not common to see deductive method, or testing of an hypothesis in this kind of research. The text itself rises somewhere between the facts, historian, and the reader. To make the text readable, it is necessary, to give it a narrative form, which is than the "*vehicle of our news*".⁵ The deconstructive approach goes with the argument, that "*to say what happened (...) and explain why (...) means doing one and the same thing*".⁶ Or simply, as pointed out by Glaser and Strass, the theory is hidden in the datas.⁷ When searching for the characteristic of the structure and dynamics of the media, it is necessary, to do not only political or socio-cultural analysis, but also economical.⁸ On the other hand, the size of the market and it's characteristic setting make it much more interesting, to study the era from the socio-cultural perspective. We have to keep in mind the fact, that there are people behind everything that we study, and that digital games market in Slovakia in the era of transition involved only limited number of them (when considering the "active" participants; dealers, businessmen, developers etc.), and

4 MUNSLOW, A.: *Deconstructing History*. 2nd Edition. New York, NY : Routledge, 2006, p. 5.

5 MUNSLOW, A.: *Deconstructing History*. 2nd Edition. New York, NY : Routledge, 2006, p. 12.

6 MUNSLOW, A.: *Deconstructing History*. 2nd Edition. New York, NY : Routledge, 2006, p. 13.

7 SILVERMAN, D.: *Ako robiť kvalitatívny výskum: Praktická príručka*. Bratislava : Ikar, 2005, p. 74.

8 McQUAIL, D.: *Úvod do teorie masové komunikace*. Praha : Portál, 2009, p. 181.

therefore the methodology of the research is a combination of written and oral history.

Firstly I had read through the video games magazines of the era and secondly I did three interviews with the active participants of the market. This gave me chance to compare their experience, with the experiences and approaches of the game journalists. The magazines also brought some information, that can be thought as data (charts, offered games, etc.), but the main focus was on letter sections, editorials, and comments. Of course, there could be more informations found in the previews, reviews and other texts about individual games in the magazines, but the mentioned sections are the logical primary source, since they are usually connected to the wider context.

2 What, who, and where

Unfortunately the only existing and relevant informations about this market comes from old media (mostly gaming magazines) and from three interviews I held with the people somehow participating at the videogames market. Commonly we can say, that the beginning of all Slovak and Czech⁹ game magazines until 1998¹⁰ was on semiprofesional base. *Most of them did not survive the dynamics caused by the transformation, and also internal publishers or redaction problems.* Mostly the first part of the decade was in the sign of appearing and disappearing of many periodicals about games and computers, later the situation got more stable. The magazines I went through goes as follows (some had been changing their periodicity, but most common is monthly issuing):

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- 9 It is impossible, to talk about slovak game culture without considering the strong Czech influence. Our languages are so similar, that we don't need translations, and our markets of cultural goods are closely connected. The "stronger player" on these markets is Czechia, due to its better economical situation, and double the population when compared to Slovakia. One of the proofs is, that from all the game magazines, that started 2 decades ago only 2 czech survived until now (remark by the author).
 - 10 In this year, two new magazines appeared, and both of them were franchises of the foreign magazines. First was GameStar, the German franchise, and a copy of British Official Playstation Magazine. The fact, that this brands came to Czechia and Slovakia can be read, as catching up on the "eastern" market. That is also the year, which i selected as the final milestone of my research (remark by the author).

- FIFO (issued since January 1990 until April 1993),
- EXCALIBUR (December 1990 until October 2000),
- BiT (October 1991 until December 1994),
- SCORE (January 1994 until now),
- RIKI (July 1994 until September 1998),
- LEVEL (January 1995 until now).¹¹

After I had most of the informations from the text, I made semistructured interviews with three men participating on the game market. The interviews served more as an illustrative tool, since the memories can get more blurred than text. The first interview was with *Richard Pinter*, founder of RIKI magazine and Mayhem Studios, who was also one of the first sentenced for abusing the intellectual property laws in Slovakia. He was the only one I did not meet personally, he sent me answers by mail. The second subject was *Miroslav Lakatoš*, co-founder of the stone shop Brloh – one of the first “stone” shops with video games in Slovakia, and the only one, which survived until today. The last respondent was *Richard Churý*, director of PlayStation division for Sony Slovakia. This two interviews were held in person. Since Slovakia is small country, every interviewed knew the others. Because of that, during the interviews and theirs analysis, I could not get rid of Munslow’s quote: “There are many stories spoken about same incidents, about same past”.¹² Therefore I tried to clear the output from the personal conflicts of the participants.

Last thing I need to specify is where and when did the “object” of research took place. Slovakia is a former socialist country, before 1993 it was part of Czechoslovakia. The connections with Czech republic were, and still are, strong, and this is reflected in many cultural similarities. More interesting than the place is the era. The beginning of the transition starts without doubts right after the Velvet revolution, when the major political change led to quick and unstable socio-economic changes. Some say this era ends after there is “no need for significant (state) protection”¹³ in the economy,¹⁴ other argue, that the transition ended when Slovakia

11 Most of the magazines are available in the Czech and Slovak national libraries, or on web djoldgames.cz (remark by the author).

12 MUNSLOW, A.: *Deconstructing History*. 2nd Edition. New York, NY : Routledge, 2006, p. 13.

13 If we accept this quote, we can call games markets transformed from the very beginning, since they did not have any protection from the state, probably due on theirs marginality (remark by the author).

14 ŠVEJNAR, J. et al.: *Transition Economies: Performance and Challenges*.

became part of European structures between years 2002 – 2004.¹⁵ It is significant for post-socialist countries the political restrictions were interchanged for economical ones. Focus of this paper ends somewhere between year 1998 and 1999, because this were the years of important changes in our local market (new magazines, see note 4), but mostly of some “paradigmatical” changes in world game markets (PEGI rating, and British Academy Film Awards for the segment of video games), I argue, that this was the year, when the video games definitely “set the course” for the mass media, and to the broader acceptation – they came out from the child bedroom and started to wonder what the technology can offer them. This text is the story about how the slovak video game market started the path from practically none existence of it, to a regular part of the creative industry.

3 The influences

The influences on the newly found market in Slovakia had dual character. They were external and internal. Firstly, it was the dynamic of the information technologies and games itself around the globe, and secondly the older relationships and distribution models from the socialist era and changes springing from the transformation. From the external point we can see two main tendencies in IT: standardization and multimediation. The http protocol, the Windows 3.0 and the IBM 80486 processors came at the year 1991 and they were without doubt revolutions, that moved the computers much closer to everyone in the society. This was later approved by Windows 95, the new graphic cards such as 3DFx Voodoo or GForce 256. Those, combined with the new Sound Blaster from Creative, made the computers truly multimedial home machines.

Along this goes the rise of Sony Play Station, 100 million sold copies, was a number that no console have ever before reach even closely. The important thing, that played a role in the success was the decision to use a compact discs as the medium. This allowed to use the console also as a music player, and mostly, it allowed much easier way to copy the games.

In *Journal of Economic Perspectives*, 2002, Vol. 16, No. 1, p. 26.

15 See: MORVAY, K.: *Transformácia ekonomiky: Skúsenosti Slovenska*. Bratislava : Ústav slovenskej a svetovej ekonomiky SAV, 2005, p. 66; SCHMÖGNEROVÁ, B.: *Transformácia Slovenska po roku 1989*. [online]. [2017-04-20]. Available at: <http://www.noveslovo.sk/c/9928/Transformacia_Slovenska_po_roku_1989>.

The CD was one of the most important revolutions, mostly for its' great capacity; it was not invented at the nineties, but it became much more popular then. There are many other things that happened, which had to do something with the game market (motion capture, DirectX, etc.), but the CD is most symbolic to my narration. It resembles the change, that led to change of discourse about games – If they use the medium that is used by other media and art forms, shouldn't the games be part of this multimedia thing? From the economical point of view, we can see that the digital games market was changing its character to become more similar to traditional media markets. Even though we can find lots of small independent companies, the tendency to horizontal and vertical concentration is apparent (for example the large acquisitions by Electronic Arts).¹⁶ Other events, such as mentioned PEGI rating or first "serious" game awards were another sign of the approach to traditional media. Also the consumers had aged, and more female began to play.¹⁷

To understand the situation in the games market in Slovakia in the era of transition, we need not only to see what happened in the world, but also to understand the local starting position. The history of videogames in Czechoslovakia was mapped well by Jaroslav Švelch. His work focused on the communities and actors of the games market in the last decade of socialism. The computers in this times become more accessible not only for universities and industry sector, but also for the public. Due to a lack of goods from "west" it was common to copy the technologies, and so lots of platforms were created.¹⁸ The users of these computers were gathering around so called Basic Svazarm organization,¹⁹ and they shared not only experiences, but the software itself. Nobody was even considering the legality or morality of this unauthorized distribution,

16 *Bulfrog* – (year of acquisition) 1995, *Manley & Associates* – 1996, *Maxis* – 1997, *Westwood* – 1998, *Tiburon* – 1998, *Kesmai* – 1999 a *Dreamworks Interactive* – 2000 (remark by the author).

17 DONOVAN, T.: *Replay: The History of Video Games*. East Sussex : Yellow Ant, 2010, p. 270-273.

18 The most common probably was the ZX spectrum and its Czechoslovak clone Didactic Gama. This platform was owned by aprox. 50 000 people (compare with: BACH, M.: Historie Českých a Slovenských her a týmu. In JIRKOVSKÝ, J. (ed.): *Game Industry 2*. Praha : D.A.M.O., 2012, p. 231).

19 Svazarm was kind of a hobby club, where young people were allowed to develop themselves, under the supervision of the Communist party. The reality though was a little bit different, and these clubs were often an islands of freedom, mostly for new features, that almost nobody from older generation understood (remark by the author).

on the contrary, some clubs organized “copy parties”,²⁰ and the games database was considered a club treasure. The games were not only from the abroad, lots of games were created by Czech or Slovak authors, but all of them were distributed for free. Another important thing to mention, is how the computer users used the discourse. Švelch points out, that there was no such thing as a players/gamers identity or discourse. The playing was considered as a part of the computer world, with no special connotations. The person playing games was more a “user” than a “player”,²¹ i. e. there was no specialised games magazine, only magazines for computers or consoles.

The revolution brought lots of changes in media acting in Czechoslovakia. There are two strong changes in media markets, that affected the games as well. Firstly it was the end of censorship. This had some effect on the home production (i. e. no more political satire samizdats like Indiana Jones Series from F. Fuka), but did not affect the market that much. And the biggest change that had come after the revolution, was of course the opening to foreign markets and internationalisation of the whole distribution process. The foreign games were common in socialist era also, but only accessible through unauthorized distribution. That meant, that in the early nineties the first official distribution channels started to work.

4 Heritages of socialism

The revolution is usually a quick event, but the social, cultural and economic relations are changing slower. As mentioned above, the transformation era in Slovakia ends somewhere around the end of century. And even though the games (contrary to other media) did not have any pre-socialist tradition, they faced some challenges springing from the socialist society. I call these the heritages of socialism.

1. Existence of the computer or computer games clubs. The computer clubs were a characteristic thing for Czechoslovak socialism, and it is

20 FUKA, F.: *30 let osobních počítačů v Československu (3/4): Počítače Sinclair a počátky počítačových her*. [online]. [2017-04-20]. Available at: <https://www.youtube.com/watch?v=YiU4k_TpmUo>.

21 For more information, see: ŠVELCH, J.: *Osmibitové „poblouznění“: Počátky kultury počítačových her v Československu*. [Dissertation Thesis]. Prague : Charles University, 2013.

obvious, that the social relations they made, could not vaporize during the revolution days. One of the “services” the clubs provided was software sharing. For people it was practically the only way how to get a game. Shortly after 1989 also two new types of clubs raised. First ones were post clubs, used only for purpose of distribution, and sometimes informing.²² The third type of clubs were clubs connected to the magazines. Their services were more community oriented. For example in year 1991, the club by EXCALIBUR magazine organized a group trip to Germany to buy games or cheaper hardware than in Czechoslovakia (the magazine claimed, that it was about 25% cheaper there).²³

2. Little informations in the whole potential distribution chain. The fact of the closed borders had an great impact on the knowledge about the video games. Even though, the games did get to the country, the greater context surrounding them did not. The people did not know, what games to expect, what are the trends, how does the market work and so on. This legacy was well overcome thanks to the magazines that started to rise quickly after the revolution.²⁴ The only topic, the magazines at the first years failed to rise the awareness of, was the last heritage of socialism.

3. Unauthorised distribution, or concept of intellectual property. Švelch argues, that the amount of unauthorised distribution had a great effect on the fact, that the PC was much more prefered platform than consoles.²⁵ From the sociological point of view there was one more interesting ting. The unauthorised distribution and all controversies it raised will be discussed in the next chapter.

5 First commercial subjects on the market

There is null chance, that we will be ever able to tell exactly who and when sold the first digital game in Czechoslovakia, but according to

22 In most cases the author of the referenced text is unknown, so the reference is only to the magazine name, number/year and page, for clear reading (see: *FIFO*, 6/92, p. 16).

23 *EXCALIBUR*, 3/91, p. 29.

24 It is important to point out, that the magazines were many times closely related to small distribution companies (remark by the author).

25 ŠVELCH, J.: *Osmibitové „poblouznění“: Počátky kultury počítačových her v Československu*. [Dissertation Thesis]. Prague : Charles University, 2013, p. 175-176.

Švelch, it occasionally happened even before 1989.²⁶ Until the mid 1990 there was no official distributor of game software. The institutions supplying players with games were mostly the former youth clubs, post clubs or clubs by the gaming magazines. They served as exchange hubs, and in some cases gave the consumers the chance to get to some foreign games.²⁷ In summer 1990 the Czechoslovak parliament changed the copyright law. Most important novelty in the law was inclusion of computer programs. This event was reflected by the magazine Fifo in the editorial, but the same article also states: "we would not find one reader of Fifo, which would not own illegally copied program."²⁸ This issue illustrates the conflict between ethics or legality and reality (or also magazines interests).²⁹ On one hand the magazine informs about the illegality of unauthorized distribution, on other hand we can find there at least 15 private ads for "exchanging" games. And to all that, they also advertised first games they licenced.³⁰

Soon after the changes in law, first real game distributing companies appeared in the region. First company that focused only on game distribution was Ultrasoft. This company had more than 35 titles in the portfolio by the end of 1993³¹ and after this year it started to distribute also games from British companies Ocean, Damark and Gremlin.³² Between 1994 and 1996 the first "stone" shops appeared (Lubox store, Brloh, Bontonland in Bratislava, Golden Bit in Žilina or Kontiki in Košice), and so we can speak about established digital games market. With the mid nineties more changes came. The older 8 bit and 16 bit platforms become outdated, and also Sony with PlayStation entered the market.

26 ŠVELCH, J.: *Osmibitové „poblouznění“: Počátky kultury počítačových her v Československu*. [Dissertation Thesis]. Prague : Charles University, 2013, p.162.

27 In example the club created by magazine Excalibur organized an excursion to trade show in Germany (see: EXCALIBUR, 3/91, p. 29).

28 FIFO, 5/90, p. 2.

29 No doubt they realized, that if they push too hard, they would lose readers. Another important thing to remember is, that the magazines had strong community character, so most probably the redactors were not "without guilt" (remark by the author).

30 Probably the first games licenced in the country, with price 79 czk (remark by the author).

31 Sinclair Info Seek. [online]. [2017-04-20]. Available at: <[http://www.worldofspectrum.org/infoseekpub.cgi?regexp=%5b%25d\\$>](http://www.worldofspectrum.org/infoseekpub.cgi?regexp=%5b%25d$>)>.

32 BIT, 3/39, p. 5.

As Churý said in the interview, the console “was not sold as toy, but it belongs to the livingroom to be played by whole family. This also meant, that the console was sold not only in gaming specialised shops, but also in home electronic retailers such as NAY Electrohouse.³³ After the year 1996 we can see some stabilisation in the market. Also the rhetoric about piracy in magazines changed a lot. From a lax approach of verbal criticism but factual support, the rhetoric shifted to being much more critical to the unauthorised distribution.³⁴ This was caused mostly by the theoretical accessibility of games. But in practice it was still not so easy to get an original game, due to the high prices.

6 Conclusion – overcoming the heritages of socialism

The transformation era brought many questions about all parts of the society, primary about the way new economy should work. Most of the industries, business models, or even specific companies had some pre-socialist tradition, and because of that, even though the capitalist world changed a lot, it was arguable easier for them to “catch the train”, than for digital games, because the discourse about this new medium was founded in the different socio-economic situation. This predisposition led to at least three identifiable heritages of socialism: Computer clubs, lack of information and unauthorised distribution. But due to many external and internal factors, the situation changes and in upcoming years digital games market become more professionalized, which came hand in hand with the change in rhetoric surrounding the games.

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33 BUČEK, S.: *Capitalism: The Trial Version: Formation of Digital Games Market in Slovakia During Transition Era*. [Master Thesis]. Brno : MU in Brno, 2014, appendix 2.

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SLOVAKIA ON HALLIN AND MANCINI MAP: TERMINOLOGY OF MEDIA SYSTEMS THEORY

Peter Hanák

ABSTRACT:

Scholars around the globe argue on the theory of *Comparing Media Systems* by Hallin and Mancini (2004) for about a decade. Many of them tried to place Central and Eastern Europe on the map of their three models of media and politics. The results of these inquiries differ a lot. This article is an attempt to confront Slovakia with these models. This study argues about validity of the model in digital future of the media. One of the most significant factors, dividing media systems according to Hallin and Mancini, is a strong tradition of the press. What does this mean in terminology of digital era? Is it only newspapers on paper, or is it just a general literacy or does it include online readers? Another problem is the pluralism and political paralelism in the age of dewesternization and oligarchization of the media. Questionnaire asked relevant Slovak journalists about their opinion of journalism professionalization and the results show low level of the professionalization, described on several factors. The study shows that Slovakia, as well as other CEE countries, might be shifting to southern polarized pluralist model, in which media are used by the powerful as their instruments.

KEY WORDS:

de-westernization, journalism professionalization, media systems, oligarchization, Slovakia

1 Introduction

Daniel C. Hallin and Paolo Mancini¹ defined 4 main criteria for classification of media systems: (1) development of media markets with emphasis on the development of the press and its circulation; (2) political paralelism (relationship between media and political parties); (3) professionalization of journalism and (4) level of state interventions into the media system. According to these criteria, they divided European media systems into 3 groups – liberal North-Atlantic,

1 Hallin and Mancini published their original books in 2004, this article is working with a translation. For more information, see: HALLIN, D. C., MANCINI, P.: *Systémy médií v postmoderním světě. Tři modely médií a politiky*. Praha : Portál, 2008.

democratic-corporatist North-Central European and polarized-pluralist Mediterranean.

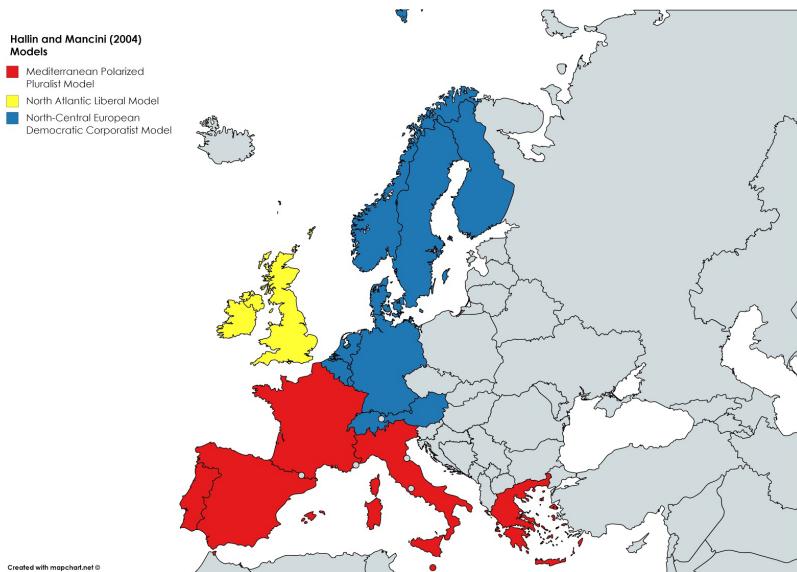


Chart 1: Map of Media Systems in Europe according to Hallin, Mancini (2008)

Source: HALLIN, D. C., MANCINI, P.: *Systémy médií v postmoderním světě. Tři modely médií a politiky*. Praha : Portál, 2008.

This theory caused discussions in comparative media studies – many authors tried to place their countries on the map. Placing Central and Eastern Europe (CEE) on this map was very difficult task with a lot of differentiated conclusions – some academics claim that CEE is similar to Mediterranean system² (especially compared to Italy and described as *Italianization* or *Berlusconization*, or compared to Gaulist France,³

2 For more information, see: DOBEK-OSTROWSKA, B., GLOWACKI, M.: *Comparing Media Systems in Central Europe. Between Commercialization and Politicization*. Wroclaw : Wydawnictwo Uniwersytetu Wrocławskiego, 2008.

3 ŠKOLKAY, A.: Research on Mass Media in Central/Eastern Europe and Southern Europe in Comparative Analysis. In DOBEK-OSTROWSKA, B., GLOWACKI, M.: *Comparing Media Systems in Central Europe. Between Commercialization and Politicization*. Wroclaw : Wydawnictwo Uniwersytetu Wrocławskiego, 2008, p. 34-38.

or described as *Iberianization* and compared to Spain and Portugal),⁴ some wrote that CEE countries have their own system or, inspired by more sources, formed a hybrid system, some even say CEE is closer to Asian models or other new democracies in Latin America.⁵ This paper is applying several Hallin and Mancini criteria on Slovakia. Theoretical part is arguing on validity of some of the criteria in digital age – in particular the validity of terminology used to judge media systems. A paper of this kind is not only important to describe what our current media system is, or how it is changing over time, but also to make us aware about what model and area of Europe to set sights in planning the future development of the media system.⁶

2 Theory

There are several reflections on Hallin and Mancini theory applied on CEE. This part of Europe was compared to almost every continent – mostly the new democracies, from Latin America to North Africa or Asia. This article relies theoretically mainly on one of the newest studies from the University of Oxford and London School of Economics and Political Science, which was published as a result of a long-term research project of many scholars, including those from CEE, as a result of Media and Democracy in Central and Eastern Europe project.⁷ In a research part of this article, the main focus is going to be on application of professionalization of journalism and political parallelism on Slovak media, in context of recent changes and emerging problems. Role of state is only briefly mentioned, because it would require more space and it is a subject of authors further research in a grant project on media regulation. Press market as a criterion is disputed, therefore applied only to a limited extent.

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- 4 PEREIRA, J. S.: Variety of Media Systems in Third-Wave Democracies. In ZIELONKA, J. (ed.): *Media and Politics in New Democracies*. Oxford : Oxford University Press, 2015, p. 231-245.
 - 5 KŘEČEK, J.: *Politická komunikace. Od Res Publica po Public Relations*. Praha : Grada, 2013, p. 66-72.
 - 6 JAKUBOWITZ, K., SÜKÖSD, M.: *Finding the right place on the map. Central and European Media Change In a Global Perspective*. Bristol : Intellect, 2008, p. 28.
 - 7 See: ZIELONKA, J. (ed.): *Media and Politics in New Democracies*. Oxford : Oxford University Press, 2015.

Hypothesis of authors broader research is that a country, at least a one in transition, can move on the Hallin and Mancini map – once moving towards one model by certain events, once moving towards other model by other events. The media system is changeable – in one decade it can represent polarized pluralist system quite accurately, and in other decade it can copy liberal or democratic-corporatist model and therefore get more distant from the polarized one. This view stands on a base of dialectical thinking about the struggle for power, established by the Frankfurt School, which enables us to avoid conspiracy-theory thinking, in which powerful groups controlling media use them to dominate society.⁸ While oligarchs connected to political parties are powerful groups controlling media indeed, dialectical thinking allows us to see antagonisms, anxieties and competitions⁹ that their ownership of media is causing. Basically the shift in power can have contra-action or contra-movement, which is taking Slovak media to a different direction. This means that different actors in Slovak media market (journalists and their audiences, for example) are not powerless – to the contrary, they can actively fight for the system that suits them the best and by their actions they can influence the direction of the Slovak media market development.

Good example of this happening in Slovakia is 1990s, during transformation to democracy. Media and state tried to copy Austrian (democratic-corporatist) model in some areas (for example public service media) and journalists and media owners tried to impose the liberal model in another areas (watchdog journalism as a role model, market economy-oriented commercial media). But in a short period of time, political parties took media in different direction – towards polarized pluralism typical for Mediterraneans – partisan newspapers („Slovenská Republika“ and other newspapers close to prime minister Mečiar and his party), public service media captured by governing party, other media fighting against the authoritarian government. This changed again in after election in 1998, when polarizing politician Vladimír Mečiar no longer held the power. Pro-Mečiar media vanished almost completely,

8 CARAH, N., LOUW, E.: *Media and Society. Production, Content and Participation*. London, Thousand Oaks, Singapore, New Dehli : SAGE Publication, 2015, p. 48.

9 CARAH, N., LOUW, E.: *Media and Society. Production, Content and Participation*. London, Thousand Oaks, Singapore, New Dehli : SAGE Publication, 2015, p. 48.

even public-service media underwent some reforms (more or less successfull).¹⁰ The press market was dominated by Western owners.

However, after the financial crisis that begun in 2008, another shift is apparent. It has been already described in other CEE countries as well – dewesternization and oligarchization of the media.¹¹ Does this mean what is implied in some theories (on business paralelism in media or party colonization of the state and media or „media owner-political figure parallelism“), that oligarchs owning media (with other than profit from media interests) with political connections are taking countries like Slovakia closer to polarized pluralism, where political parties and media are interconnected?^{12, 13, 14, 15} Can this be described as Berlusconization od media, and does it even have implications for the whole media system? Or are there real (or potential) contra-moves that would keep the media system far from PIGS¹⁶ countries? One of the immediate contra-actions was foundation of Denník N, an independent daily, created by groupf of journalists from SME daily, who left after the newspaper was partially bought by oligarchs. This article is an attempt to outline more of the possible contra-actions. When trying to apply Hallin and Mancini criteria on Slovakia, one substantial theoretical and terminological problem occured – validity of the press development as a criterion of media system. Circulation of newspapers is declining all over the Western civilization.

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- 10 This refers to reform of public service television by director Richard Rybníček and his cleansing of staff who participated in the pro-Mečiar broadcasting; and also to era of Miloslava Zemková, director of the public service radio, who regained its public trust (remark by the author).
 - 11 ŠTĚTKA, V.: *Media Ownership and Commercial Pressures. Pillar 1 Final Report*. Oxford : Oxford University Press, 2013, p. 28.
 - 12 KŘEČEK, J.: *Politická komunikace. Od Res Publica po Public Relations*. Praha : Grada, 2013, p. 70.
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 - 15 STROUD, N. J.: Media Fragmentation and its Consequences for Democracy. In ZIELONKA, J. (ed.): *Media and Politics in New Democracies*. Oxford : Oxford University Press, 2015, p. 172-177.
 - 16 Portugal, Italy, Greece and Spain – typical representants of the polarized pluralist model by Hallin and Mancini. The term PIGS was often used during financial crisis after 2008, regarding to their alleged financial irresponsibility (remark by the author).

In some countries more rapidly than in others, for example in Nordic countries (in Hallin and Mancini theory typical for strong position of daily newspapers) the fall is not as massive as in Southern countries with elitarian model of the press. But is „the press“ still applicable criterion? We cannot say that the readers vanished or that they stopped receiving news (or media content in general) in written form. They are just reading online. How do we take this into account when we are trying to define a media system according the Hallin and Mancini theory?

Hallin and Mancini themselves are explaining that this is not just a quantitative measure – it is also about the role of newspaper in the society and political communication – which can be judged as horizontal in South (newspapers for elites, who communicate with each other through them) and vertical in Northern Europe and North America (communication between elites and citizens) – which means newspapers in South are often supported (even financially) by political parties, while in the North they are payed by the strong readership.¹⁷ This means it can have deep roots in history and culture – for example historical development of literacy, or dominance of either visual or written culture. Hallin and Mancini classified the media systems also on ratios between TV and newspaper news recipients or equality of gender readership – all of these criteria only include printed newspapers, not online news consumers (or online TV audience). Since online readership cannot be automatically transformed into circulation, we suggest there has to be a new criterion invented in terminology of media system theory. It has to be a criterion that would reflect the difference between visual and written cultures and it has to include audience consuming media online and through social media. How specifically such criterion would be constructed, is an open question left for a further research.

3 Slovakia on the Map of Media Systems

In this chapter, some of the Hallin and Mancini criteria are applied to Slovakia and its media system. For a number of them, there is no hard data, or the data are old (2010 the most recent on demography of Slovak journalists for example, which can hardly be satisfactory for description of the situation in 2017). There had been an attempt to apply some of the criteria to Slovakia – but based on data from 2005 or 2006, but almost

¹⁷ HALLIN, D. C., MANCINI, P.: *Systémy médií v postmoderním světě. Tři modely médií a politiky*. Praha : Portál, 2008, p. 50-51.

all of them changed significantly since.¹⁸ The non-easiness of the press circulation applicability is demonstrated and current situation on the market is described. Professionalization of journalism is discussed and tested by a questionnaire (on small number of relevant participants). The questionnaire is not used as a scientific evidence, but can indicate some trends or at least opinions of journalists (self-perception and views of people who know the media system from inside). Some new trends, common also in CEE are described (using so far unpublished numbers). Several criteria of the role of the state are applied as well. Political Paralelism and Professionalization of Journalists are closely interconnected, and part of the questionnaire examines percived political influence on journalists – that is why they are in the same sub-chapter.

3.1 Political Paralelism and Professionalization of Journalists

Political Paralelism as defined in Hallin and Mancini theory can be described in a simplified way as a relationship (connections) between media and political parties. Connections can be organizational and personal, ideological, in self-identification of journalists with political parties or ideologies – and they can be formal or informal¹⁹ and as mentioned previously, this can happen also through business interests of media owners. Despite it is not a tradition in CEE to have the media openly connected with political parties, in recent years, after many Western media companies (traditional publishing houses) left these markets, the trend of oligarchization was observed. Media houses in several CEE countries were sold to local tycoons, rich businessman or companies, whose main interest is not to make money from media – to the contrary, they can afford financing for example newspaper creating annual loss. They are owners of big companies in other sectors, often those dependent on state regulations or state financing such as

18 ONDRÁŠIK, B.: *Media Ownership, Regulation, Concentration and Competition in the Slovak Republic*. In DOBEK-OSTROWSKA, B., GLOWACKI, M.: *Comparing Media Systems in Central Europe. Between Commercialization and Politicization*. Wroclaw : Wydawnictwo Uniwersytetu Wroclawskiego, 2008, p. 210-225.

19 SMILOVA, R., SMILOV, D.: *Informal Politics and Formal Media*. In ZIELONKA, J. (ed.): *Media and Politics in New Democracies*. Oxford : Oxford University Press, 2015, p. 197-210.

healthcare, energy, banking, real estate, transportation, agriculture.²⁰ These new media owners across the region are often connected to politicians, sometimes the ties are informal, but important because these owners have their own political interests (since government has strong influence on many of these sectors). Some of them, like Andrej Babiš in Czech Republic, is an owner²¹ of several media, chairman of the currently strongest party, deputy prime minister and minister of finance, all in one person. The danger of this can be instrumentalization of the media – owners entering the media market because they want to use the media to pursue their business or political interest.

In Slovakia, so called de-westernization and oligarchization took place as well. Several western media companies left the market and sold Slovak media outlets to the local owners. In 2010, Pravda daily was sold from Northcliffe (Daily Mail) to non-transparent company Florena that did not run media business before, and the transaction was assisted by J&T – tycoons, with interests in differentiated sectors, who already own national TV JOJ. There were suspicions about more direct connection with business elite behind governmental self-proclaimed leftist party Smer-SD, all officially denied. Pravda changed editors and content, from centre-right (critical towards Smer-SD), it turned more left. Shortly after, there was a scandal with leaked phonecall surveillance (resulting in minister of defense demission), in which deputy chair of Smer-SD Robert Kaliňák was instructing one of the new editors. According to the leaked surveillance, Kaliňák even called the editor as his „communication instrument.”²² Other newspapers were sold too. Hospodárske noviny, the economic daily, was first sold from German publishing house Handelsblatt to Czech tycoon Zděnek Bakala and his firm Economia, and then, in 2013, the newspaper was sold to even more politically involved Andrej Babiš.

20 ŠTĚTKA, V.: The Rise of Oligarchs as Media Owners. In ZIELONKA, J. (ed.): *Media and Politics in New Democracies*. Oxford : Oxford University Press, 2015, p. 85-96.

21 In 2017 he now claims that he does not own the media formally anymore, because a new law forbidding these connections was enacted in the Czech Republic. He is strongly believed to continue owning the same media informally. In April and May 2017 there was a leak of communication between a reporter of MF Dnes (one of the newspapers from Babiš empire) and Andrej Babiš himself, in which they were discussing when to publish compromising material on a political opponent (remark by the author).

22 GLOVIČKO, J.: *Kaliňák hovoril redaktore Pravdy, čo má robiť*. Released on 23rd November 2011. [online]. [2011-11-23]. Available at <<https://domov.sme.sk/c/6152656/kalinak-hovoril-redaktorke-pravdy-co-ma-robit.html>>.

Despite the fact Babiš is Czech political figure, he has interests also in Slovak politics – for example he owned companies together with Slovak minister of economy Pavol Pavlis, who granted one of his companies a maximum state subsidy of 58 million euros in 2014.

The most important change in Slovak media landscape was involvement of Penta group into media in 2014. Penta has a history of involvement into corruption case Gorila, which was probably the biggest political scandal in Slovakia in recent years. Among other sectors, they are dominating healthcare sector, which make them strongly dependent on governmental decisions.²³ Penta bought Plus7 Publishing house (most popular weekly Plus7 Dní and tabloid daily Plus1 Deň), economic weekly Trend (owning also semi-weekly Profit and several web portals) and half of Petit Press publishing house from German owners. Petit Press is a publisher of the influential daily SME (with most popular news web), network of regional dailies and weeklies, English news Slovak Spectator weekly and daily Ujszó in Hungarian language. This caused exodus of journalists from SME daily and foundation of new independent daily – Denník N, with the same team of people. One of Penta leaders, Marek Dospiva, did not keep his intentions secret and commented on possible instrumentalization of media, when he referred to the media ownership as to a „nuclear briefcase“, that „would prevent anyone from attacking us irrationally.“²⁴ This not even hidden intention of instrumentalization and clear informal connections of media to politics (through owners who are mutually dependent with politicians) demonstrate that the ties between media and politics do not have to be formal – so political parties do not have to own or run newspapers directly as it is common in Mediterranean countries. Informal ties could effectively cause similar level of dependency between political parties (or oligarchic business groups connected to them) and media, which could potentially move Slovakia closer to the southern model of polarized pluralism.

23 For some time, it was a program of Slovak prime minister Robert Fico, to create only state-controlled health insurance system, which would affect Penta strongly, since they own the bigger one from only two health insurance companies on Slovak market, operating with money from complementary health insurance system (remark by the author).

24 MIKULKA, M.: *Spolumajitel Penty Dospiva: Chceme mediální štít proti iracionálním útokům*. Released on 21st April 2015. [online]. [2015-04-21]. Available at <<http://archiv.ihned.cz/c1-63893810-spolumajitel-penty-dospiva-chceme-medialni-stit-proti-iracionalmnim-utokum>>.

Hallin and Mancini also describe the relationship between broadcasting media specifically and politics, quoting 2 models²⁵ – politics over broadcasting (Southern countries, the government or parliament having control over broadcasting) or politics in broadcasting (other relevant social groups have influence in democratic-corporatism, or BBC model, where broadcasting is professionalized and not politicized). In this context, it has to be reminded that since 2010, director of public service Radio and Television Slovakia is not voted by committee representing social groups, but in parliament by political majority instead. So there was a clear shift from the civic model used in democratic-corporatist countries, towards the one used in polarized pluralism. The governing majority will vote for a new director of RTVS in June 2017. Leaders of two out of three coalition parties said they want to change the director – prime minister Robert Fico accused RTVS from broadcasting anti-governmental news – which implies his interest to intervene and simply said – make the news more pro-governmental. President of National Council (parliament) and second strongest governmental party SNS Andrej Danko went even further. He publicly said that he would abandon the public service model and establish directly controlled „state media.“ If any of these visions would be realized, it would be clear shift far away from independent and apolitical western public service media model. We can only guess in which direction – towards southern paralelism, or towards eastern authoritarian models, far away from European democratic models, towards Russian or Chinese state propaganda channels? Another criterion used by Hallin and Mancini that is closely connected to the political paralelism is professionalization of journalists. They describe this criterion as a combination of more relevant indicators – autonomy, professional norms (ethics and organization enforcing them), instrumentalization.²⁶ In newer²⁷ theory other related criteria were specified – higher professional education, stability or fluctuation and fragmentation of journalists (often divided either by politics or generations).

25 HALLIN, D. C., MANCINI, P.: *Systémy médií v postmoderním světě. Tři modely médií a politiky*. Praha : Portál, 2008, p. 58-59.

26 HALLIN, D. C., MANCINI, P.: *Systémy médií v postmoderním světě. Tři modely médií a politiky*. Praha : Portál, 2008, p. 62-63.

27 MOCEK, S.: 7 Journalists as Critical Change Agents and Popular Disseminators. In ZIELONKA, J. (ed.): *Media and Politics in New Democracies*. Oxford : Oxford University Press, 2015, p. 113.

Theory claims that in CEE, professionalization of journalists is very low, together with countries of Southern model significantly lower compared to democratic-corporatist countries.²⁸ There is not a lot of hard data on the level of professionalization of Slovak journalists – and if there are, there are either quite old (2010), or do not have real implications in real media practice (such as relative high number of Slovak Syndicate of Journalists members, who are not professional journalists in reality). To have at least some insight into professionalization of Slovak journalists, in absence of current quantitative data, a questionnaire was created. It consisted of several questions related to above described criteria of professionalization of journalists. Some of them were supplemented by open question. All of them are described in the text below. The questionnaire was published in a group of professional journalists from all the relevant news media – this group on Facebook is called Syndikát 2.0 (referring to Syndicate of Slovak Journalists, or more interestingly – to absence of functioning organization for professional journalists). The group has 225 members (valid on 22.4. 2017), was founded in the beginning of 2017 and it is administrated by several leading professional journalists – Zuzana Hanzelová from RTVS, Peter Bárdy – editor in chief of Aktuality.sk (the biggest online news web), Filip Obradovič from Trend economic weekly, Tomáš Prokopčák, deputy editor in chief of SME daily, Filip Struhárik – chief of social media development in Denník N (independent daily) and Michal Kovačič, senior reporter in TV Markíza (popular commercial channel). The group claims it is a platform for discussions of journalists. Among members, there is a majority of Slovak journalists from main news media based in Bratislava – basically all the relevant names from news media market. Every member had to be invited by somebody who already is a member and then approved by an administrator. All members are current professional journalists, with only few acceptable exceptions (like Ján Benčík, journalism award-winning blogger).

21 members of this group responded to the questionnaire (around 10 percent). They remain anonymous, but because of exclusivity of this group, its recent foundation and representativeness of several news media, we can be almost sure that all the participants were current professional journalists. Moreover, there was a question about their sources of income, and all of the participants claimed that journalism is

28 PEREIRA, J. S.: Variety of Media Systems in Third-Wave Democracies. In ZIELONKA, J. (ed.): *Media and Politics in New Democracies*. Oxford : Oxford University Press, 2015, p. 243.

the main source of their income. Due to small number of participants, we cannot conclude that the questionnaire would provide any real scientific evidence of reported trends. On the other hand, it indicates views of Slovak professional journalists from a spectrum of relevant media on issues they have experience with. The results are the following. In the question about independence of their work and editorial policy from political parties, on a scale 1-5 (1 representing „absolutely independent“), 76 percent of them marked number 1, 19 percent number 2 and 4,8 percent (representing only 1 participant) marked 3. Nobody chose 4 or 5. This indicates that Slovak journalists perceive themselves and their work as independent from political parties. The same question about their work and editorial policy being independent from economic influence (owners interests and interests of people connected to the owner, big companies and advertisers), has shown different result – 47 percent had chosen number 1 (absolutely independent), 33 percent number 2, 14 percent number 3, 4,8 percent number 4 and nobody chose number 5 („absolutely dependent“). This indicates that less than half of participants feel absolute independency from economical influence, and compared to the political influence, Slovak journalists feel considerably less independent from business interests.

In open part of question about how did this change in time, several journalists claimed that their political autonomy was dependent on the media company they worked for previously (or professional and personal integrity of their boss and his ability to withstand pressures), two of them mentioned pressure from the main governing party Smer-SD, particularly before elections. Economic influence was described mostly as a pressure in favour of companies who advertise in the media. One participant mentioned a change after oligarchs bought the medium. Third question aimed at perceived dominant journalism culture in Slovakia.²⁹ 71,4 percent of participants chose „critical change

29 The question was: „To which theoretical description does Slovak journalism culture correspond the most in real practice?“ There were four categories given: Populist disseminators, Watchdog journalism, Critical change agent, Opportunist facilitator. The journalism culture categories as answer choices were described in simplified way in Slovak language, given also examples (Spain for populist disseminators, Bulgaria and Turkey for Critical change agent etc.). Source of the journalism culture theory: HANITZSCH, T.: Populist Disseminators, Detached Watchdogs, Critical Change Agents and Opportunist Facilitators: Professional Milieus, the Journalistic Field and Autonomy in 18 Countries. In *International Communication Gazette*, 2011, Vol. 73, No 6, p. 477-494.

agent“ model of committed journalism, so called campaign or even clan journalism, driven by interventionist intentions – in which journalists are critical towards the government and elites, but they support certain political programmes, try to influence public opinion or advocate a social change. This model is reported to be typical for Bulgaria or Turkey.³⁰ 19 percent of participants chose „detached watchdog“ model, presented as the Western journalism ideal, in which journalists are just uninvolved observers with no interventionist intentions. Only 9,5 percent of participants (meaning exactly 2 of them) chose to describe Slovak journalists as „populist disseminators“ who just transfer information from politicians to the citizens, not very critically (Spain, Romania). Nobody chose the Russian-Chinese model of opportunist facilitators in which journalists serve the official political elites. In open part of the question, some participants remarked that in past, particularly in the 1990s Mečiar era, Slovakia was clear example of the committed model and then we moved to a mixed model, still consisting partially of the committed critical change agents – and it depends on journalism culture in each individual medium.

This indicates that the theory³¹ classifying CEE as critical change agent model of committed journalism, might be valid also in Slovakia. In media systems terminology, this can divide Slovakia from liberal North-Atlantic or democratic corporatist North-Central European models (with only minority of Slovak journalists perceiving their watchdog role as dominant). On the other hand, this neither places Slovakia into the Mediterranean model. Hypothesis can be made about a hybrid model, with similarities to some Balkan, or more general – South-East European states. Another important indicator of professionalization is a stability of the profession – people serving as journalists during their whole productive life (and therefore many generations represented in newsrooms and continual career growth and development), or journalists migrating to different professions (or among different media, specializing in different fields) that would cause discontinuity and non-equal representation of older generations (more experienced senior reporters) in newsrooms. There is a generally accepted experience of many people that Slovak journalists

30 MOCEK, S.: 7 Journalists as Critical Change Agents and Popular Disseminators. In ZIELONKA, J. (ed.): *Media and Politics in New Democracies*. Oxford : Oxford University Press, 2015, p. 102-104.

31 MOCEK, S.: 7 Journalists as Critical Change Agents and Popular Disseminators. In ZIELONKA, J. (ed.): *Media and Politics in New Democracies*. Oxford : Oxford University Press, 2015, p. 99-115.

are quite young – starting their careers during university studies and often leaving the profession decades before becoming pensioners. In past, there were some studies that could support this visible trend. In a survey conducted in 2010, the largest age group among journalists, were people between 30 and 39 – 26,1 percent, followed by age groups under 29 and between 50 and 59, which both had 19,4 percent. 17,9 percent were in their 40s, 17,1 percent after 60.³² Real numbers were most probably different even in 2010, because as authors of the study admitted, the survey was conducted with Slovak Syndicate of Journalists – an organization which represents mostly the oldest generation of Slovak journalists.

The questionnaire asked journalists about their perception of which generations are missing in newsrooms (with possibility to state more of them). Our assumption was that it would be the generation who left the profession after 1989 – so people who would now be around 55 years old, or older. Surprisingly, 81 percent of respondents claimed there is another group missing the most – people between 40 and 50. Then 66,7 percent answered there is also the generation of people in 50s missing, only 28,6 percent claimed people after 60 are missing. Almost nobody voted for other generations (20-30, 30-40, or option „no generation is missing“) This shows, that people who are in newsrooms lack colleagues who are older than 40, which could mean that journalists are often leaving the profession around this age. 100 percent of participants claimed that journalism is their main source of income. However, 38 percent of them have also some other source of income (mostly they claimed they do some other, non-journalistic work for a media company, or they just chose „other“). There was one more question: „Do you consider a possibility of leaving journalism as a profession to make your living by something else?“ On a scale 1 to 5, where 1 is „No, I want to make living from journalism permanently“ and 5 represents „Yes, I want to make living from different profession,“ only 19 percent of participants (4 people out of 21) chose option 1. 33,3 percent option 2, 19 percent option 3, 19 percent option 4 and 9,5 percent (2 people) were sure they want to change the profession. If we label answers 3 – 5 as potentially considering, then we have an indicated ratio of 47,5 percent of participants possibly thinking about leaving the profession.

32 BREČKA, S., ONDRÁŠIK, B., KEKLAK, R.: *Médiá a novinári na Slovensku 2010*. Bratislava : Eurokódex, p. 125.

Here we should remark one important similarity of these implications to one model already described in theory: After similarity already in journalism culture, it is Bulgaria again. Smilova and Smilov³³ describe well established practice of senior journalists becoming press secretaries of governing politicians, perceived as a move upwards on a career ladder, which has one more step – a top point in the end – as a PR worker for big business. Smilova and Smilov claim that people who want to move up on the ladder, often offer favours to those who can take them up – in case of journalists they make favours to politicians, and in service for government they offer favours to business. The authors claim this is widespread practice among Bulgarian journalists. So eventually this phenomenon (caused by bad working conditions, low pay and low social prestige of journalists) is not just depriving the profession of experienced senior journalists, but can be threat for their independence as well. To examine presence or absence of this phenomenon in Slovakia, we simply counted how many governmental offices (ministries, prime minister and his deputy offices) have former journalists as press officers (at least one former journalist as a chief of communication or a spokesperson = 1). The result is that the current Slovak government, that started to serve in 2016, had former journalists as press officers in 12 out of 15 offices. The previous government, serving 2012 – 2016 (consisting partially from the same politicians), had 13 offices out of 15 with at least one former journalist as a press officer. Even more interestingly – we should pay attention on who these people are. Many of them were senior journalists before, known reporters or editors.³⁴ Many of them are close to their 40s, which could correlate with the most missing generation of journalists in Slovak newsrooms. Another remark should be done – this is not anything new. Senior journalists served previous governments (or

33 SMILOVA, R., SMILOV, D.: Informal Politics and Formal Media. In ZIELONKA, J. (ed.): *Media and Politics in New Democracies*. Oxford : Oxford University Press, 2015, p. 204.

34 Just few examples: Peter Susko, spokesperson of ministry of foreign affairs, previously radio correspondent in Rome and Washington, founder of news in commercial radio, editor in chief of news in commercial television, editor in chief of a Playboy magazine; Martin Dorčák, serving 3 ministers in both examined governments, previously senior editor in both Slovak news agencies; Ivan Netík, chief of communication at ministry of interior in both governments, previously deputy editor in chief at Nový Čas, the most popular newspaper. Maroš Stano, spokesperson of ministry of environment and in second government ministry of economy, previously senior reporter and anchor on public service television (remark by the author).

presidents) as well and some of them became politicians themselves.³⁵ Career paths of many other senior journalists towards better paid PR in commercial sector are very evident in Slovak practice as well.³⁶ In many cases, they are in their 40s.

Another substantial criterion for professionalization of journalists is their institutional organization – unions and professional associations of journalists. Slovak Syndicate of Journalists is in deep crisis, for several years already – financial problems, depts, internal conflicts, but most of all non-representativness. Number of members is declining rapidly – in hundreds of people a year. From 2631 members in 2000, this number shranked to 1217 in 2015.³⁷ From this number, only 129 are less than 30 years old, and only 175 are between 31 and 40. 161 are in age group 41 – 50, 256 between 51 and 60, and 555 are older than 60. That shows clear majority of age group 50+, which means the syndicate is not representing generations of active journalists – and in fact it is more syndicate of pensioners than journalists. Reputation of the organization among the professionals is low³⁸ and they do not participate in activities of this organization. Participants of the questionnaire were

35 Former prime minister Vladimír Mečiar in 1990s had several press officers from public service media, some of them, for example Alena Bieliková, became members of the parliament. Governments of Mikuláš Dzurinda used services of former journalists as well – for example his former spokesperson Martin Lengyel later (!) founded several news media. Many important senior journalists left the profession to serve the government of Iveta Radičová – Rado Baťo, former editor in chief of an influential economic weekly Trend and later a columnist of SME daily, known journalist Ľuba Lesná, senior reporter Robert Adamec, top political reporter of TV Markiza Gábor Grendel (who later became and still is a member of a parliament), and probably the most significant case – Daniel Krajcer, known top TV journalist and anchor of political debates, was appointed as a minister of culture in Iveta Radičová government (remark by the author).

36 For example almost all editors of economic daily Hospodárske noviny (HN) in 2008 – 2011, work in PR right now – having their own PR agency, or working for public officials (regional politician in Bratislava Rudolf Kusý hired former deputy editor in chief of HN Marek Tettinger and former chief of domestic news department Ján Borčin) (remark by the author).

37 Numbers are from document of Slovak Syndicate of Journalists, distributed among members before their assembly in 2015 (remark by the author).

38 MOCEK, S.: 7 Journalists as Critical Change Agents and Popular Disseminators. In ZIELONKA, J. (ed.): *Media and Politics in New Democracies*. Oxford : Oxford University Press, 2015, p. 108.

asked about their membership in professional organizations. Nobody from the 21 participants is a member of any organization. In open part of question, some of them claimed they were members of Slovak Syndicate of Journalists in past, one of them explained: „In 1990s it was an organization that defended rights of journalists. Nowdays I do not even know what they do.“ The reason behind this is probably not some general unwillingness of Slovak journalists to organize themselves. Only 14 percent of participating journalists (that means exactly 3 of 21) stated they refuse to be a member of any organization of journalists. To the contrary, 24 percent of them claimed they possibly would be members of one of existing organizations if it would be reformed. Most interestingly, 57 percent of them claimed they would possibly become members of a potential new organization of professional journalists.

Organization just for being organized would have no sense – it has to be connected to professional standards and ethics. Slovak Syndicate of Journalists wrote and published Ethical Code of a Journalist and co-created the Press Committee of Slovakia, an organ for complaints against journalists, who are suspected from violating the ethical rules. Journalists were asked in the questionnaire about ethical norms they follow (and could state more than one from listed options). Only 33 percent of them answered that they, while working as journalists, follow the ethical code issued by the Syndicate. 81 percent claimed they follow internal code of the medium they work for. 23 percent of them said they do not need any codes, because they follow their own, individual ethical principles and 14 percent chose option „other.“ About the Press Committee Slovakia (PCS) participants of the questionnaire were to select on a scale from 1 to 5 how much they are aware of PCS decisions – 1 representing „I know decisions, journalists decided upon, their cases and results“ and 5 representing „I dont know anything about decision making of this organ at all.“ Nobody selected option 1, only 9,5 percent (2 people) chose 2, 23,8 percent selected options 3 and 4 each, and 43 percent of participants chose option 5, meaning they know nothing about it. To an open question, only one participant was able to state a name of a journalist who was a subject of decision process of PCS and one other was able to list 2 cases. The others claimed that they cannot remember any name or case, or provided no answer to this question. The one who was able to list 2 cases, commented: „In majority of cases, there is no substantial analyze, just marginal topics.“

There was also a question: „Do you respect PCS as an organ judging the journalism ethics?“ 57 percent of them selected point 3 on a 1 to 5 scale. We can conclude that the PCS ethic committee is relatively more respected than the Syndicate itself, but journalists who answered the questionnaire do not have knowledge of cases or decisions, and there are things to improve apparently as well. Last category of professionalization to discuss is education of journalists. 62 percent of participants claimed they studied journalism, 33 percent humanities, and then there were individuals who studied economy, languages, law, or did not finish any university education. More interestingly, journalists were to evaluate on a scale from 1 to 5, how much does the education from journalism or media studies in Slovakia correspond to knowledge and skills needed in practical profession. 1 meant absolutely corresponds, 5 meant absolutely does not correspond. 47,6 percent chose option 5, 43 percent option 4, only individuals clicked on options 3 or 2 and nobody chose option 1. This clearly shows that these practicing journalists think that there is a big problem in journalism higher education. An open question asked them what should be changed. Most of them claimed that the school has to provide future journalists with practical skills and prepare them not just theoretically, but for real working life of a journalist, in connection with media houses. Many participants of the questionnaire wrote that the problem might be the teachers – they say journalism schools are full of teachers who never worked as journalists and therefore they have no connection to practical exercise of the profession. One of the participants wrote that it is connected with the problem of missing generations of senior journalists – because they would be the ones who is supposed to teach. Some participants thought that students of journalism should study more contextual subjects – humanities, political science and law, or they should study journalism in combination with other fields. Two participants demanded more courses on digital journalism.

3.2 Role of State and Press Market

Role of state as a criterion from Hallin and Manicini can be described as a relationship between the state (and society that creates policies through elected leaders) and media. It can be judged on a scale from strong state interventionism (in extreme cases a totality, where a state regulates everything), to libertarianism or anarchy. Hallin and Mancini use less extreme and more realistic image – social-democratic state, typical for continental Europe and democratic corporatist Nordic countries,

responsible for many areas of society (healthcare, universities, culture) versus liberal democracy such as the USA with much less interventionism and more market-oriented approach.³⁹ There are several kinds of interventions of state to the media – regarding freedom of expression (speech, publication) versus censorship, media regulation (law), public service or state broadcasting or state subsidies to the media. Unlike other European countries, Slovakia has absolutely no state support system to the media (with some exceptions of possibility to finance minority press from grants) – not even tax reliefs and also no subsidy system for newspapers. In this criterion, Slovakia is not part of Mediterranean nor North-Central European systems, which are typical for subsidizing newspapers. This would be one of only few cases where Slovak approach is the closest to the North-Atlantic liberal model. Media freedom can be described thanks to several indicators. Reporters Without Borders publish annual World Press Freedom Index. The most recent index has shown results that support claims that some CEE states are very close to the Southern, Mediterranean model – because they are similarly low.⁴⁰ Democratic – corporatist countries are traditionally leading in the press freedom.

Table 1: Reporters Without Borders: World Press Freedom Index 2017; Freedom House: Freedom of the Press 2016. Ranking of some countries relevant for this article

Ranking RWB/WPFI 2017 (world)	State	Ranking FH/ FOP 2016 (world)	State
1	Norway	1	Norway
2	Sweden	2	Sweden
3	Finland	2	Finland
4	Denmark	2	Belgium
5	Netherlands	2	Netherlands
7	Switzerland	6	Denmark
9	Belgium	7	Luxembourg
10	Iceland	7	Switzerland
11	Austria	11	Iceland
12	Estonia	15	Estonia
14	Ireland	17	Ireland
15	Luxembourg	21	Portugal
16	Germany	25	Germany
17	Slovakia	28	Czech Republic
18	Portugal	33	Austria
22	Canada	33	Lithuania
23	Czech Republic	33	Malta

39 HALLIN, D. C., MANCINI, P.: *Systémy médií v postmoderním světě. Tři modely médií a politiky*. Praha : Portál, 2008, p. 78-79.

40 *Reporters Without Borders: World Press Freedom Index 2017*. [online]. [2017-04-30]. Available at: <<https://rsf.org/en/ranking>>.

28	Latvia	33	Slovenia
29	Spain	38	Slovakia
30	Cyprus	38	Cyprus
36	Lithuania	41	United Kingdom
37	Slovenia	51	France
39	France	51	Latvia
40	United Kingdom	51	Poland
43	USA	51	Spain
46	Romania	63	Italy
47	Malta	74	Romania
52	Italy	78	Bulgaria
54	Poland	78	Hungary
71	Hungary	84	Croatia
74	Croatia	94	Greece
88	Greece		
109	Bulgaria		

Source: Reporters Without Borders: World Press Freedom Index 2017. [online]. [2017-04-30]. Available at: <<https://rsf.org/en/ranking>>.

States of democratic corporatism maintain very high freedom of the press, even though they are interventionists. In category of media freedom, Slovakia scores relatively well, closer to democratic-corporatist Germany than to southern states. Both indexes show that Slovakia is not as low as for example Hungary or Poland. There are other indicators of the role of the state in Hallin and Mancini theory. It is regulation, which according to press or media freedom indexes does not mean less freedom. Laws against defamation, on access to information, regulating concentration or ownership, licences and rules for broadcasting etc. are important indicators in Hallin and Mancini theory. Application of these is a subject to authors further ongoing research. From so far published partial results, we can conclude that Slovakia has the strictest anti-defamation criminal law in the EU with possible sentence of 8 years in prison, followed by polarized pluralist Italy (6 years) and democratic-corporatist Germany and Austria (both 5); but the harsh punishments are not applied in Slovakia, only few people are sentenced for defamation and they get only low conditional sentences, and no journalists are sentenced.⁴¹ There is no criminal law against defamation of public officials or the state in Slovakia, which indicates more the liberal model, in this case very different from the democratic-corporatist and polarized pluralist models.⁴² Regarding another criterion – public service media,

41 For more information, see: HANÁK, P.: Kriminalizácia žurnalistiky: Trestné stíhaní novinári na Slovensku v európskej perspektíve. In *Mediální studia*, 2016, Vol. 10, No. 2, p. 245-264. [online]. [2017-04-30]. Available at: <<https://medialnistudia.files.wordpress.com/2016/12/hanak-web.pdf>>.

42 HANÁK, P., CHUDOBA, D.: *Criminalization of Defamation or Insult Towards*

as it was in this article previously discussed in chapter on political parallelism, Slovakia is inspired by democratic-corporatist model of dual system in broadcasting, but has a tradition of instrumentalizing public service media, typical for southern models.

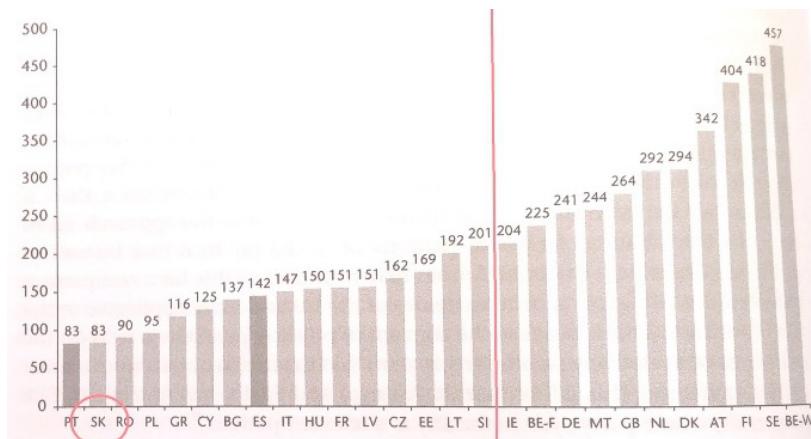


Chart 2: Average circulation of newspaper (in thousands) by a milion people in Europe 2009

Source: PEREIRA, J. S.: *Variety of Media Systems in Third-Wave Democracies*. In ZIELONKA, J. (ed.): *Media and Politics in New Democracies*. Oxford: Oxford University Press, 2015, p. 234. The red line shows clear division between Mediterranean Polarized Pluralist and CEE countries with weaker tradition of reading newspapers versus Liberal and Democratic-Corporatist Northern-European countries (remark by the author).

Press Market as a criterion was discussed in this article already. Circulation of daily newspapers is not a criterion from which we can build a current media system model anymore. We do not have a new set of comparable data, but even older data clearly illustrate media models. The graph clearly shows division of Mediterranean and CEE model from the liberal or democratic-corporatist (the red line). Slovakia is together with Portugal, the last country, meaning that we have very weak readership tradition. In 2009 average circulation in Slovakia per one million inhabitants was 83 thousand. In 2017, we tried to count current number. If we would count in only official numbers of circulation of dailies measured by the Audit

Public Officials, the State or its Symbols in EU 28: Comparative analysis.

Paper presented at the 2nd International Conference on The Right of Freedom of Expression in Digital Age. University of Nicosia, Cyprus, presented on 4th April 2017.

Bureau of Circulation Slovakia (ABC SR), the number would be much lower, because some of them stopped being audited recently (*Pravda* daily), some others are not subject to audit for a long time (*Šport* daily), and a new daily *Denník N* did not enter the audit yet. In these cases, we used numbers that they claim as their circulation – either on their website, or we contacted the publishing houses and they provided us the information. All numbers used are approximate and average.

Table 2: Daily newspaper circulation in Slovakia in February 2017

<i>Newspaper</i>	<i>Circulation February 2017</i>
Nový Čas	127559
Plus1Deň	59360
PRAVDA	53123
SME	38500
Šport	28500
ÚjSzó	21446
HN	14539
Korzár	12106
Denník N	7500
Together	362631
Per million	66856

Source: ABC SR and publishers

The number approximately 67 thousand prints of newspaper per milion of inhabitants theoretically could be even lower, if we think about a potential interest of non-audited publishers to overstate their circulation, to sell more advertising for higher price. We do not have current data from other European countries to compare this number with other countries from the media systems theory. But this number shows that Slovak newspaper market, as predicted, declined since 2009, and we can only hardly suppose that the difference between Slovakia and for example Finland would be any lower than it was in 2009. So if this is applicable in the theory, Slovakia is resembling the southern model. On the other hand, the readers probably still read the news, just on another platform, and this number is not representing them at all. So from this number – 67 – we cannot judge how many people read the news, so we are not able to build any model on this.

Conclusion

Oligarchization of Slovak media and dewesternization caused by Western publishing houses departures from this market, is causing growing political paralelism. Mostly informal connections between politicians,

media owners, oligarchs and business leaders dependent on politicians are moving Slovak media system in direction to the South – towards Mediterranean model of polarized pluralism, in which we can speak about close connections between political parties and media. Despite this organizational trend, Slovak journalists, at least those who filled in the questionnaire, still feel free of political parties. Less than from politics, but they still feel relatively free also from economic pressures. Public service media model, copied from democratic-corporatist North-Central Europe, was formally shifted towards parliament-elected, South-resembling one by introducing parliamentary vote of RTVS director. So far it did not cause a political capture of public service media. But that does not have to be true in next few months or years anymore. If the publicly expressed visions of governing coalition leaders would be realized and public service media would be less critical, more cooperative with governing politicians, maybe even used as instruments of politics, Slovakia would move on a map again – in southern and eastern direction, far away from models like Austria and Germany.

As predicted in theory, also professionalization of journalists is low. There are no effective and representative unions or associations, journalists are fragmented, they do not have a respected voice that would represent them in society or public debate. There is relatively high fluctuation in newsrooms, journalists are migrating to PR, politics or other professions, which is creating generation gaps. Slovak journalism is no profession for old men (nor women) – they leave usually around age of 40. Consequently, there are only few experienced senior journalists that would provide know-how to younger colleagues and help training new generations of professionals. Practicing journalists also see a big problem in education and training of future journalists – they claim that the universities are not doing a good job. Altogether, the low professionalization is a problem that differs Slovak media system from the North-Central or North-Atlantic models, and in fact, directs us towards Balkans (as it was demonstrated on example of Bulgaria). The journalism culture, as perceived by journalists themselves, is close to committed, campaign journalism, similar to South-Eastern models (Bulgaria and Turkey) too. Also criteria of press market are not indicating similarities with Austria or Germany, but much more with Mediterranean countries (Portugal) or CEE neighbours. As we argued, „press market“ terminology is hardly usable nowadays and in case it is not meant just as an historic indicator of early literacy development (or other culturally, economically and politically determined conditions),

this criterion needs to be replaced by some other, more suitable for measuring current media market (including online readership).

The role of the state is the only criterion of Hallin and Mancini, which applied on Slovakia, would bring resemblance with democratic-corporatist model. Media freedom and media law, despite exceptions, are much closer to North-Central European and North-Atlantic models than to the Mediterranean. Absence of state support of the media makes Slovakia relatively rare country in Europe (that does not even have a tax relief for newspapers or publishing). If there would be a map of state support to media in Europe, Slovakia would not even be there, or we would be much further away from Austria and Germany than we are on geography maps. To conclude, there are very few similarities with what we perceive as the western standards. Slovak media model differs significantly from models in North-Central Europe (democratic-corporatism) and differs from the Liberal North-Atlantic model as well. There are clear similarities with Mediterranean model, and with growing political parallelism, we are moving South. The main concern is that we could move not just South, but South-East – towards less democratic, authoritarian models. This would be no exception in CEE region – Hungary and Poland are already on their way, with consequences to the media.

This can raise a question – what are those constitutive elements that are (or would be) keeping us away from models where media and journalists are just serving the power (politicians and elites)? In other words, normatively – what should we do to stay more in North-Western than South-Eastern model? What are the possible contra-actions that those whose interest is to direct Slovak media system in the North-Western direction can take? There are some answers for these questions abstracted from theory: fighting for and independent public service media; supporting professionalism of journalists by foundation of a new, representative and respected association of professional journalists (connected with ethical self-regulation and enforcement of ethical codes, based on western standards); reform of journalists higher education; and new media projects independent from political actors or oligarchs.

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GAMIFICATION IN TOURISM

Andrej Kóňa

ABSTRACT:

Getting a tourist attraction is more than complicate and tourism has a big economic impact on the country. However, for the country to remain competitive, it must focus on and use modern technology to its advantage. Gamification is at the forefront of interest in many business, education, and healthcare sectors. Travel destinations using gamming can create a new line of promotion and loyalty system for tourists.

KEY WORDS:

application, destination, gamming, social media, tourism

1 Competitive environment

Living in a highly competitive environment without the effective use of advertising is difficult as well for products as services and it does not matter what the price strategy of the product or its development is. In tourism, as in services, sales support is much more important than in other industries.¹ Tourism is considered to be one of the important ways to ensure the sustainable growth of the economy. According to the World Tourism Organization (UNWTO) sustainable development represents a process of meeting current needs without jeopardizing the ability of future generations to meet their own needs.² The sustainable tourism process should take full account of the current and future economic, social and environmental impacts that will address the needs of visitors, industry, the environment and hosting communities. The strong impact of the Internet, however, changes the promotion of the destination and tourism as such.

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- 1 For more information, see: MORGAN, N., PITCHARD, A.: *Advertising in Tourism and Leisure*. Oxford : Linacre House, 2013.
 - 2 UNWTO: *Handbook on E-Marketing for Tourism Destinations*. [online]. [2017-04-10]. Available at: <https://pub.unwto.org/WebRoot/Store/Shops/Infoshop/48EA/148E/19AC/BB41/5091/C0A8/0164/579A/080926_handbook_e-marketing_excerpt.pdf>.

2 Social media at present

Web 2.0 and social media (e.g. Facebook, Couchsurfing), visual social media (e.g. Pinterest), micro blogging services (e.g. Twitter), content sharing services (e.g. YouTube and Flickr), Wikipedia, pages informing about the location (Foursquare) and recency pages (such as Tripadvisor) offer a great opportunity for online co-participation and collaboration.³ Jenkins believes that Web 2.0 development by increasing the ability of people to create, record, share and participate in information has begun to shape our culture. This new culture can be characterized as:⁴

- There are very few obstacles to engaging the public.
- There is strong motivation and support for creating and sharing information and content.
- Members feel that their participation is useful.

Internet is a global phenomenon and through internet connectivity, sharing information and the amount of options available, its users are making much more effective decision-making. However, the current time transforms the consumer into a producer, co-founder of content, and part of the community. A concept was created „prosumer“, the person who is the producer (produser) and at the same time, the consumer (consumer), while this concept was first introduced to Alvin Toffler (1980) in his book „Thired Wave“ and in the 21st century, the meaning of this term is even more emphasized.⁵ These assumptions are the basis of the current way of promoting and communicating goods and services. Promoting a Web 2.0 destination with a user who is both a consumer and a producer also makes wrinkles to a destination manager. Destination promotion must start at a different level and apply the concept „prosumer“.

3 ROTMAN, D. et al.: *From Slacktivism to Activism: Participatory Culture in the Age of Social Media*. [online]. [2017-04-10]. Available at: <http://yardi.people.si.umich.edu/pubs/Yardi_CHI11_SIG.pdf>.

4 HOPKINS, P. et al.: Geo, Audio, Video, Photo: How Digital Convergence in Mobile Devices Facilitates Participatory Culture in Libraries. In *The Australian Library Journal*, 2014, Vol. 64, No. 1, p. 11-22. [online]. [2017-04-10]. Available at: <http://epublications.bond.edu.au/cgi/viewcontent.cgi?article=1035&context=library_pubs>.

5 See: RENA, P. et al.: *Production and Manufacturing System Management: Coordination Approaches and Multi-Site Planning*. Hershey, Pennsylvania : Engineering Science Reference, IGI Global, 2012.

3 Gamification as an option

Gamification was first introduced as a concept in 2008.⁶ However, Nick Pelling, the English programmer, first pronounced the concept.⁷ Gamification by Gertner is about using gaming mechanisms and design experience in digital interconnection to increase people's motivation and achieve their goals. Gamification allows the user to have more interactivity, fun in connection with learning. In order for gamification to be successful, it is extremely important to focus on game elements and design. Gartner points out that more than 80% of all applications are unsuccessful just because they have poor design and game features and therefore do not care.⁸ The game elements are divided into two groups: game mechanics and game dynamics. They are similar and sometimes they are confused, but game mechanics (game rules) is a mechanism used to play a game, and dynamism is the result of introducing mechanics or motivating the game to play.

Table 1: Main elements of gaming design

Mechanics	Dynamics
Points – They are the heart of each game and it is a reward for the players to accomplish some action	Status – Most people need to have status, fame, distinctive element, prestige ... to the respect of others. Status can be acquired by a player when performing certain activities
Levels – They indicate the player's professionalism for a certain time in his game experience	Cooperation – It also gives the entire gaming community to work together to solve a mystery, problem or challenge
Bonus – Bonuses are rewards for completing a series of tasks or basic features	Success – Reward for completing the desired goal completely

- 6 For more information, see: NELSON, M. J.: Soviet and American Precursors to the Gamification of Work. In *16th International Academic Mindtrek Conference. Conference Proceedings*. Tampere : Tampere University of Applied Sciences, 2012. [online]. [2017-04-10]. Available at: <http://www.kmjn.org/publications/Gamification_MT12.pdf>.
- 7 MARCZEWSKI, A.: *Gamification: A Simple Introduction*, Amazon Digital Services. [online]. [2017-04-10]. Available at: <<http://www.unep.fr/shared/publications/pdf/DTIx0592xPA-TourismPolicyEN>>.
- 8 BROWNE, K., ANAND, C., GOSSE, E.: Gamification and Serious Game Approaches for Adult Literacy Tablete Software. In *Entertainment Computing*, 2014, Vol. 5, No. 3, p. 135-146. [online]. [2017-04-10]. Available at: <<http://www.sciencedirect.com/science/article/pii/S1875952114000147>>.

Badges – There is another option for rewards for goals that go beyond the main activities of the service	Challenges – The ability to challenge another player
Leader table – Recording and viewing required activities used to stimulate the challenges and desires from players	Altourism – This is a virtual endowment to strengthen relationships between users (players)
Virtual goods – Non-physical and therefore intangible objects that can be traded	Self-expression – It result from the desire to express their autonomy, identity, originality, or to mark their person as unique

Source: THIEBES, S., LINS, S., BASTEN, D.: Gamifying Information Systems – A Synthesis of Gamification. Importance of User Motivation for IS Success. In Twenty Second European Conference on Information Systems. Conference Proceedings. Tel Aviv : ECIS, 2014, p. 1-17. [online]. [2017-04-10]. Available at: <https://www.researchgate.net/publication/262805143_Gamifying_Information_Systems_-A_Synthesis_of_Gamification_Mechanics_and_Dynamics>.

Effectivity and success of the gamification depends on motivation. In general, motivation can be divided into two groups: internal and external. The internal depends on the activity that satisfies us and the external depends on external things, for example, we can say for example rewards.⁹

4 Gamification of destination

Through gamming, the institution can increase visitor engagement or new visitors by using a smartphone, tablet, or other media device.¹⁰ The basic elements of gamming that are used in the work with visitors are:

- Challenges (quizzes, puzzles, adding photos or some specific tasks).
- Score (viewing the level of a user to meet a particular challenge).
- Rankings (keep users in control and constantly informed how the game evolves, how many challenges they have met, how much they achieved).
- Virtual and real rewards (congratulate and motivate users to further meet challenges through badges, titles, or material gifts).

9 RYAN, R., DECI, E.: *Intrinsic and Extrinsic Motivations: Classic Definitions and New Directions*. [online]. [2017-04-10]. Available at: <<https://mrrg.pbsworks.com/f/Ryan,+Deci+00.pdf>>.

10 DALE, S.: *Gamification: Making Work Fun, or Making Fun of Work?* [online]. [2017-04-10]. Available at: <https://www.researchgate.net/publication/270723662_Gamification_Making_work_fun_or_making_fun_of_work>.

The benefits of destination gamming (tourism) are high in the case of a clear target and a suitable campaign. The expectations of tourists from the destination are bigger from year to year, which is always more difficult for museums or regions that try to attract visitors. The biggest benefits for the destination when using gamming include:

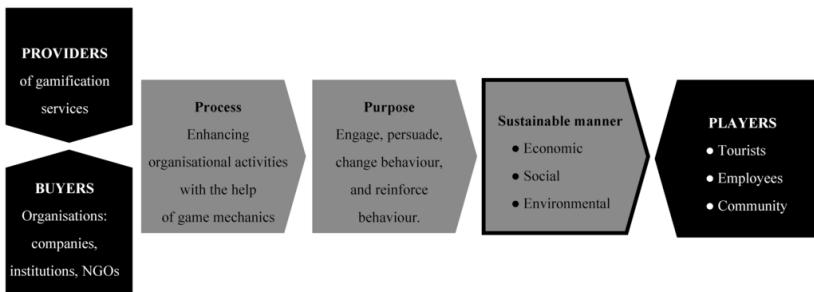
- Visitor education (Visitor engagement gives them experience. With several points you can increase the interaction between a tourist attraction and a visitor.).
- Visitor's Loyalty (If a visitor is satisfied with the experience he / she has attained, he / she will most likely return).
- Propagation (As a result of previous benefits, it is a promotion of a given tourist attraction. If visitors are happy and satisfied, they recommend this attraction to their acquaintances. Recommendation is the best and most influential way of advertising.).

The display of the consumption of tourists is most apparent on the social networks where the most interactions between the tourists in terms of satisfaction sharing and experience with the services of the destination.¹¹ Gamification can serve as a suitable interface between tourists (destination clients), organizations (companies, non-governmental organizations and public institutions) and the community of the site. The application can increase visit to the museum, or encourage return to the tourist and ensure the dissemination of information about the destination. According to UNWTO, gaming mechanisms should have the capacity to generate positive experiences in tourism – fun, excitement, pleasure, the need to meet new goals – and provide tourists with both fun and information.¹² The initiators of gamming in tourism are providers of gaming services from the Information and Communication Technologies (ICT) sector and the business consulting sector. Buyers of gamming services are organizations of interest in tourism, such as companies (hotel chains, restaurants, tour operators), local institutions (cities and municipalities, ministries, agency of first contact with the tourist)

11 RIHOVA, I. et al.: *Conceptualising Customer-to-Customer Value Co-Creation*. [online]. [2017-04-10]. Available at: <http://www.academia.edu/5889631/Conceptualising_Customer-to-customer_Value_Co-creation_in_Tourism>.

12 UNWTO: *Handbook on E-Marketing for Tourism Destinations*. [online]. [2017-04-10]. Available at: <https://pub.unwto.org/WebRoot/Store/Shops/Infoshop/48EA/148E/19AC/BB41/5091/C0A8/0164/579A/080926_handbook_e-marketing_excerpt.pdf>.

and non-governmental organizations (with social, environmental and political focus).



Picture1: Thought map of a sustainable process of gamming in tourism

Source: own processing

Ali and Frew believe that the relationship between ICT and sustainable tourism is symbolic, as ICTs make a significant contribution to mitigating the negative impacts of tourism.¹³ In this respect, ICT represents a way to improve management and control of the organization, facilitates the identification of environmentally sensitive areas, and provides information to decision-makers of software solutions, and offers community the opportunity to protect and promote its endogenous resources. Schnieder, Adukaite and Cantoni consider ICT to be the best tool for public institutions to promote the monetization of culture while protecting cultural attractions before degradation or the negative impact of tourists.¹⁴ If the museum offers an interactive game that attracts children so much they will not be bored from one room to another, but they will be constantly educated and learn, parents will be enthusiastic. Such a method of gamming will provide the museum with a very positive reputation, effective and inexpensive advertising and will increase the loyalty of visitors as they will be happy to return.

13 ALI, A., FREW, A. J.: *Information and Communication Technologies for Sustainable Tourism*. London, UK : Routledge, 2013. [online]. [2017-04-10]. Available at: <http://shura.shu.ac.uk/9168/1/ali_-_Technology_innovation_and_applications_in_sustainable_destination_development.pdf>.

14 For more information, see: SCHIEDER, T., ADUKAITE, A., CANTONI, L.: Mobile Apps Devoted to UNESCO World Heritage Sites: A Map. In *International Conference in Dublin Information and Communication Technologies in Tourism. Conference Proceedings*. Dublin, Switzerland : Springer International Publishing, 2014.

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- ROTMAN, D. et al.: *From Slacktivism to Activism: Participatory Culture in the Age of Social Media*. [online]. [2017-04-10]. Available at: <http://yardi.people.si.umich.edu/pubs/Yardi_CHI11_SIG.pdf>.

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- UNWTO: *Handbook on E-Marketing for Tourism Destinations*. [online]. [2017-04-10]. Available at: <https://pub.unwto.org/WebRoot/Store/Shops/Infoshop/48EA/148E/19AC/BB41/5091/C0A8/0164/579A/080926_handbook_e-marketing_excerpt.pdf>.

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THE IMAGE OF EASTERN TRADITIONS IN SLOVAK AND CZECH MEDIA

Slavomíra Rapčanová – Katarína Henčová

ABSTRACT:

The nature of the contemporary globalized world, migration trends and environmental concerns bring along new issues, cultural patterns and religious models that are little known in our geographical region. This paper focuses on presentation of two Eastern traditions, Hinduism and Buddhism, in the media environment in Slovakia and the Czech Republic. An analysis was made of the content, frequency and way of presentation and the potential educational nature of presented information. Questions arise about how much we can stay immune to knowledge of Eastern cultural and religious traditions and whether they should get more attention and media coverage as well.

KEY WORDS:

Buddhism, Hinduism, media image, quantitative research

Introduction

The paper¹ presents an analysis of Czech and Slovak internet media in 2016. The focus was on news, articles, interviews, analyses and travel reports associated with Hinduism and Buddhism. The aim was to identify the media image of Hinduism and Buddhism in the Slovak and Czech internet media in 2016. For the sake of the broadest and most comprehensive image of the issue the data was analyzed through a quantitative method. The authors examined in what context, what depth of the content and what potential educational nature can be found in the news covering the Eastern traditions in focus. The research shows that the media present a rather limited and distorted image of these themes.

1 The paper was developed as a part of VEGA No. 1/0460/15 research project "Philosophical fundaments of environmental thinking and its ethical, political, legal and social implications" at the Department of Philosophy, FF UKF in Nitra.

1 Theory

“Some of the consequences of the massive use of fossil fuels are climatic changes that increase the risk of water and food shortage, flooding, intense tropical storms, heat waves, droughts, sea-level rise causing the loss of coastlines, and an increase in the speed of extinction of animal and plant species. All these phenomena influence also the form and intensity of social conflicts because for a majority of the population they become an existential risk threatening the basic requirements for life of individuals and communities.”² Climate change and concerns rank among significant reasons why people leave the jeopardized areas and migrate.³ The environment drives migration through mechanisms characterized as the availability and reliability of ecosystem services and exposure to hazard. Environmental change has the potential to affect directly the hazardousness of place. Environmental change also affects migration indirectly, in particular through economic drivers, by changing livelihoods for example, and political drivers, through affecting conflicts over resources, for example.⁴ In the recent period the issue of migration of people in the context of climate change has been viewed as a threat.⁴

The estimates are that environmental problems will result in resettlement of millions of people who will become “environmental refugees or migrants”;⁵ and according to Zelman there will be as many as 50 million environmental migrants by 2020,⁶ and according to Myers the number will be up to 200 million by 2050,⁷ while Warner’s highest estimates

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- 2 SŤAHEL, R.: Climate Change and Social Conflicts. In *Perspectives on Global Development and Technology*, 2016, Vol. 15, No. 5, p. 480-496.
 - 3 BLACK, R. et al.: The Effect of Environmental Change on Human Migration. In *Global Environmental Change*, 2011, Vol. 21, Suppl. 1, p. 3.
 - 4 See also: HARTMANN, B.: Rethinking Climate Refugees and Climate Conflict: Rhetoric, Reality and the Politics of Policy Discourse. In *Journal of International Development*, 2010, Vol. 22, No. 2, p. 233-246; REUVENY, R.: Climate Change-Induced Migration and Violent Conflict. In *Political Geography*, 2007, Vol. 26, No. 6, p. 656-673.
 - 5 BLACK, R. et al.: The Effect of Environmental Change on Human Migration. In *Global Environmental Change*, 2011, Vol. 21, Suppl. 1, p. 3.
 - 6 ZELMAN, J.: *50 Million Environmental Refugees by 2020*. [online]. [2017-04-15]. Available at: <http://www.huffingtonpost.com/2011/02/22/environmental-refugees-50_n_826488.html>.
 - 7 MYERS, N.: *Environmental Refugees: A Growing Phenomenon of the 21st Century*. London : Philosophical Transactions of the Royal Society, 2002, p. 609-613.

are 700 million environmental migrants.⁸ The documented local environmental problems⁹ present a possible vision of the future when those threats can be expected to jeopardize larger areas and a larger number of the population. In light of these mentioned assumptions, the present migration crisis may look like an overture to more massive migration of people. The migration crisis and its related media image of others,¹⁰ specifically Muslims or the Muslim minority was analyzed.¹¹ Yet, the present migration crisis revealed our poor information and awareness of other cultures and also the lasting Orientalist approach that was pointed out by E. Said as far back as 1978.¹²

These problems will have direct or indirect effects on our lives as well. For that reason there is a need to improve the awareness of other cultures

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- 8 WARNER, K.: Global Environmental Change and Migration: Governance Challenges. In *Global Environmental Change*, 2010, Vol. 20, No. 3, p. 402-413.
 - 9 For more information, see: MORTREUX, C., BARNETT, J.: Climate Change, Migration and Adaptation in Funafuti, Tuvalu. In *Global Environmental Change*, 2009, Vol. 19, No. 1, p. 105-112; BARNETT, J.: Adapting to Climate Change in Pacific Island Countries: The Problem of Uncertainty. In *World Development*, 2001, Vol. 29, No. 6, p. 977-993; ADGER, N. W.: Social Vulnerability to Climate Change and Extremes in Coastal Vietnam. In *World Development*, 1999, Vol. 27, No. 2, p. 249-269; AFIFI, T.: Economic or Environmental Migration? The Push Factors in Niger. In *International Migration*, 2011, Vol. 49, No. 1, p. 95-124; DATTA, P.: Push-Pull Factors of Undocumented Migration from Bangladesh to West Bengal: A Perception Study. In *The Qualitative Report*, 2004, Vol. 9, No. 2, p. 335-358.
 - 10 BERRY, M., GARCIS-BLANCO, I., MOORE, K.: *Press Converge of the Refugee and Migrant Crisis in the EU: A Content Analysis of Five European Countries*. Geneva : United Nations High Commissioner for Refugees, 2016. [online]. [2017-04-15]. Available at: <<http://orca.cf.ac.uk/87078/>>.
 - 11 For more information, see: AHMED, S., MATTTHES, J.: Media Representation of Muslims and Islam from 2000 to 2015: A Meta-Analysis. In *The International Communication Gazette*, 2017, Vol. 79, No. 3.
 - 12 “One aspect of the electronic, postmodern world is that there has been a reinforcement of the stereotypes by which the Orient is viewed. Television, the films, and all the media’s resources have forced information into more and more standardized molds. So far as the Orient is concerned, standardization and cultural stereotyping have intensified the hold of the nineteenth-century academic and imaginative demonology of “the mysterious Orient.” See: SAID, E.: *Orientalism*. London : Penguin Books, 2003, p. 26.

and their particularities. Eurocentrism¹³ can be seen also in media and communication where presentation of the Western context prevails and that is the reason why it is necessary to expand the spectrum and reflect the entire world in a more realistic way.¹⁴ As a result of the Eurocentric prism, not only in the media alone, there is a need to disseminate information about Eastern traditions to remedy the poor awareness of those traditions. That was the reason why we decided to find out more about the situation in the Slovak and Czech media landscape.

2 Methodology

The fundamental analyzed concepts we examined included Buddhism and Hinduism that present comprehensive religious, social and cultural models. According Gavin Flood "Hinduism is the religion of the majority of people in India and Nepal, as well as being an important cultural force in all other continents... There are innumerable wayside shrines to local goddesses or divinized ancestors, majestic temples to the 'great' deities such as Vishnu or Siva, festivals, pilgrimages to rivers and sacred places, and garlanded pictures of deities and saints in buses, shops and homes. Hindus will often say that Hinduism is not so much a religion, but a way

13 "Eurocentrism was a style of thought that ontologically and epistemologically divided the 'Occident' and the 'Orient' to create knowledge on and of the Occident and the Orient as distinct. Enmeshed in Eurocentrism were two myths: first, the idea of the history of human civilisation as being a trajectory that departed from a 'state of nature' and culminated in the European experience of modernity. Second, it incorporated a view of the differences between Europeans and non-Europeans as natural, though in actuality these were based on racialized differences. Within Eurocentrism, the colonial experience was present in its absence. No wonder Eurocentrism has also been discussed as the episteme of colonial modernity." For more information, see: PATEL, S.: Beyond Divisions and Towards Internationalism: Social Sciences in the Twenty-First Century. In JOHNSON C., MACKIE, V., MORRIS-SUZUKI, T.: *The Social Sciences in the Asian Century*. Acton : ANU Press, 2015, p. 51-63; SHOHAT, S., STAM, R.: *Unthinking Eurocentrism, Multiculturalism and the Media*. London, New York : Routledge, 2014; AMIN, S.: *Eurocentrism: Modernity, Religion, and Democracy. A Critique of Eurocentrism and Culturalism*. New York : Montilly Review Press, 1989.

14 WILLEMS, W.: Beyond Normative Dewesternalization: Examining Media Culture from the Vantage Point of the Global South. In *The Global South*, 2014, Vol. 8, No. 1, p. 7-23.

of life. Hinduism also contains developed and elaborate traditions of the philosophy and theology, which can be very different from those of the west.”¹⁵ The concept of Buddhism may encompass its broader perception as a philosophical system, teaching about existence and phenomena and the way of life but also its narrower perception as a religious system, the rules and teaching observed by its confessors. Buddhism is present primarily in Asia in India, Tibet, China, Japan and Sri Lanka. Respective Buddhist traditions have differed in how they understood Buddhism. The ultimate goal for all Buddhists is escaping death and achieving a state of awakening.¹⁶

We analyzed altogether 46 reporting internet media of which 23 were Slovak¹⁷ and 23 were Czech.¹⁸ The selection was based on the visitor rate of the websites in 2016. The media were selected on the basis of publicly-accessible data that monitor website visitor rates, namely Aimmonitor in Slovakia and Gemius in the Czech Republic. Year 2016 was set as the time period because of the continuing migration crisis. A large numbers of migrants heading to Europe have also brought topics that are related to other cultures and for that reason we assumed that 2016 would be a significant period in terms of a growing interest in these topics. The methodology of quantitative analysis was used. Within the analysis we focused on the formal aspect of the media content, the context in which

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- 15 FLOOD, G.: *An Introduction to Hinduism*, New Delhi : Cambridge Press University 2009, p. 1-3.
- 16 LOPEZ, D. S.: *Příběh Buddhismu: Průvodce dějinami buddhismu a jeho učením*. Brno : Barrister & Principal, 2003, p. 15-20.
- 17 *Reporting internet media*. [online]. [2017-04-15]. Available at: <www.sme.sk>; <www.cas.sk>; <www.pluska.sk>; <www.aktuality.sk>; <www.webnoviny.sk>; <www.topky.sk>; <www.hnonline.sk>; <www.tvnoviny.sk>; <www.dennikn.sk>; <www.noviny.sk>; <www.dobrenoviny.sk>; <www.aktualne.sk>; <www.pravda.sk>; <www.teraz.sk>; <www.dnes24.sk>; <www.medialne.sk>; <www.tyzden.sk>; <www.parameter.sk>; <www.omediach.com>; <www.infospravy.sk>; <www.bratislavskenuoviny.sk>; <www.exploziv.sk>; <www.parlamentnelisty.sk>.
- 18 *Reporting internet media*. [online]. [2017-04-15]. Available at: <www.novinky.cz>; <www.idnes.cz>; <www.aktualne.cz>; <www.nova.cz>; <www.blesk.cz>; <www.vz24.cz>; <www.tyden.cz>; <www.denik.cz>; <www.lidovky.cz>; <www.parlamentilisty.cz>; <www.ihned.cz>; <www.eurozpravy.cz>; <www.echo24.cz>; <www.ceskenoviny.cz>; <www.slobodneforum.cz>; <www.blisty.cz>; <www.prazskypatriot.cz>; <www.denikreferendum.cz>; <www.ekolist.cz>; <www.a2larm.cz>; <www.pravo.cz>; <www.5plus2.cz>.

the concepts of Buddhism and Hinduism were mentioned, the way of providing information and also its educational nature. The following coding of the content of the Slovak and Czech electronic media allowed analyzing the acquired data and defining the conclusions of the research. The key topic of the article was also identified in the analysis. We are aware of the concern that the selected media research method entails specifically the missing explanation of why things happened and what they mean. During the analysis we were able to gather hard data and their mutual correlation. We wanted to find out how much the Slovak and Czech internet media meet the diversity-related standard and expectations from the public. For that reason we used a thematic agenda to study how well that demand was fulfilled in the instance of the topic of Hinduism and Buddhism and simultaneously to find out how relevant the texts were in which the concepts occurred.¹⁹

Data Collection Method

Data collection was done on the basis of coding through set categories that were the same for both studied topics. Research categories and sub-categories:

1. Article type– formal appearance of the article
 - a. Travel report
 - b. Interview
 - c. Analysis
 - d. News
 - e. Article
 - f. Opinion
2. Nature of the article–style of the examined article
 - a. Information
 - b. Popular-instructional
 - c. Specialized
 - d. Educational
3. Detail level of the subject matter- detail level of the discussed subject matter
 - a. Superficial–just mentioning the name of the tradition
 - b. Intermediate
 - c. Profound–discussing certain issues in detail
4. Number of occurrences of articles in the concerned medium
 - a. Slovakia
 - b. Czech Republic

19 TRAMPOTA, T.: *Metody výskumu médií*. Praha : Portál, 2009, p. 100-104.

5. General focus content of the article—the general focus of the article in terms of the studied topics.
 - a. The key topic
 - b. The side topic
6. Thematic focus of the article—the key or priority topic of the article
 - a. Cultural patterns and religious models
 - b. Migration trends and environmental models
 - c. Other

All articles covering the studied topics that were published in the relevant time period were analyzed within all of the above categories. The acquired data were then analyzed through statistical software SPSS and Microsoft Excel and the latter was also used to generate charts.

3 Hypotheses and Research Questions

The assumption was that the image of Hinduism and Buddhism in the Slovak and Czech media environment in 2016 was strongly reductionist. There also was the assumption that the level of detail for both topics would be superficial in the Czech and in the Slovak media alike.

Drawing from the set hypotheses the following research questions were formed:

- What is the occurrence of respective types of articles? (travel report, interview, analysis, news, article, opinion)
- What is the style of the studied article? (information, popular-instructional, specialized, educational)
- How similar are the articles? (superficial, intermediate, profound)
- What is the difference in numbers between the articles covering Hinduism and Buddhism in Slovak and Czech media in 2016?
- To what degree did the topics of Hinduism and Buddhism appear in the analyzed articles as the key topic?
- In how many articles featuring Hinduism and Buddhism as key words included discussion of cultural, religious and environmental issues?

4 Analysis and Interpretation of the Research

The concept of Buddhism was included in 282 articles and Hinduism in 142 articles within the 46 analyzed internet media stories in Slovakia and the Czech Republic. The Internet media pravo.cz, ekolist.cz, prazskypatriot.cz, eurozpravy.cz, nova.cz, vz24.cz, echo24.cz, ceskenoviny.cz, svobodneforum.cz, blisty.cz, 5plus2.cz, denikreferendum.cz and infospavy.sk, webnoviny.sk, tvnoviny.sk, aktualne.sk, tyzden.sk, omediach.sk, infospravy.sk and bratislavské noviny.sk did not record any of the studied key words and the site exploziv.sk was reported as non-existing by the internet browser. When the acquired data were sorted **by Article type** the analysis showed that the key words Buddhism (42,2%) and Hinduism (29,6%) most frequently appeared in articles that were news. Both key words occurred least frequently in **Analysis** type articles (Buddhism 0,0%; Hinduism 0,7%).

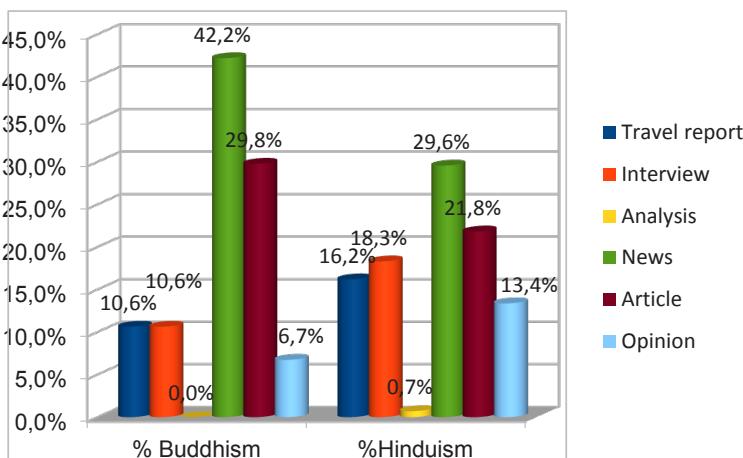
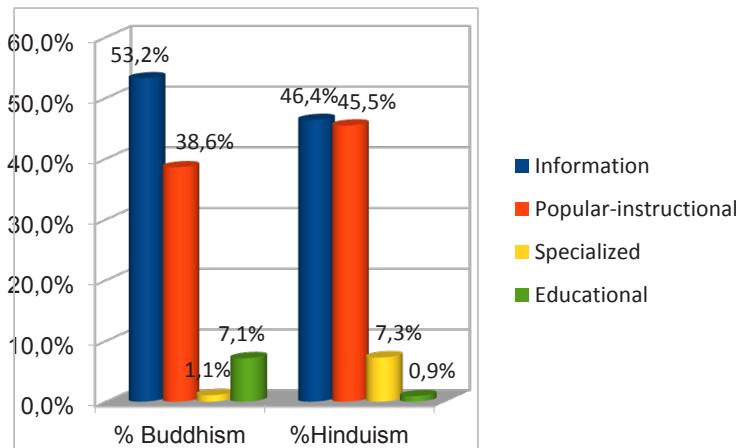


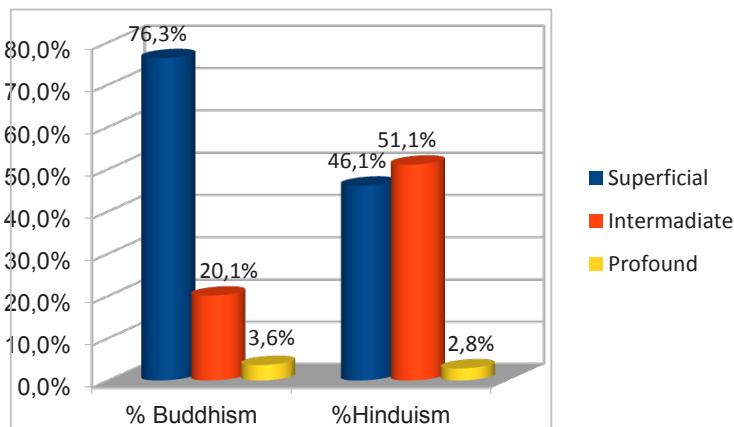
Chart 1: Article type

Source: own processing

When key words were categorized **by nature of articles** the analysis showed dominance of information style articles for Buddhism (53,2%) just like for Hinduism(46,4%). The second most-frequent style of articles was the popular-instructional style (Buddhism 38,6%; Hinduism 45,5%). The least-used style with occurrence of Buddhism were specialized articles (1,1%) and of Hinduism the educational articles (0,9%).

**Chart 2: Nature of the article***Source: own processing*

With regard to **the level of detail of the topic** the vast majority of articles with key word Buddhism were superficial (76,3%) but in the instance of articles related to Hinduism the intermediate level of detail prevailed (51,1%). Only 3,6% of articles related to Buddhism and 2,8% of articles related to Hinduism were thematically profound.

**Chart 3: Detail level of the subject mater***Source: own processing*

With regard to the **number of occurrences of the key words** in the analyzed countries, in the dominating internet media in Slovakia and the Czech Republic, articles prevailed that were related to Buddhism (SR – 75,9% and CR – 58,1%). Hinduism occurrence rate was 24,1% in the Slovak internet media and 41,9% in the Czech internet media.

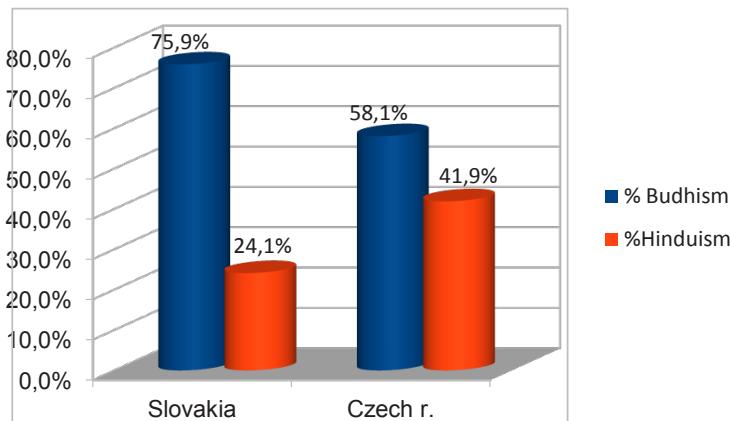


Chart 4: Number of occurrences of articles in the concerned medium

Source: own processing

As many as 82,7% of articles containing the key word Buddhism were mentioning the topic only as a **side issue**. Only 17,3 % of articles featured Buddhism as its key topic. Similarly, Hinduism in articles was predominantly a side topic (96,4%). Only 3,6% of articles featured Hinduism as their key topic.

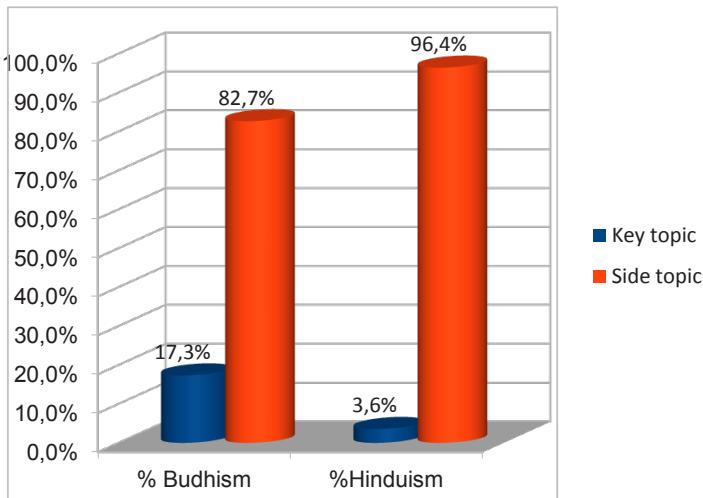


Chart 5: General focus content of the article

Source: own processing

The predominant majority of the examined articles discussed other topics such as cultural patterns, religious models, migration trends and environmental concerns. This applies to 70,4% of all articles where Buddhism was the key word and 60,6% of all articles where Hinduism was the key word. Cultural patterns and religious models with relation to Buddhism were discussed in 26,8% of articles and with relation to Hinduism in 32,8% of articles. The occurrence rate for that topic ranked second for both key words.

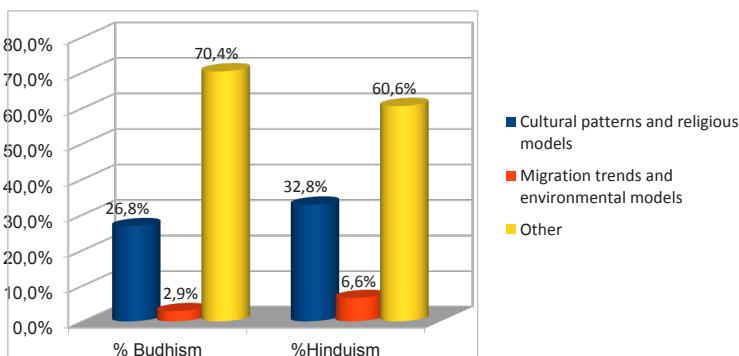


Chart 6: Thematic focus of the article

Source: own processing

Conclusion

It can be stated that the hypothesis that assumed that the image of Hinduism and Buddhism was significantly reductionist in the Slovak and Czech media in 2016 has been confirmed. Both key words occurred in articles only as side topics with superficial detail level in the topics and were of informational or popular instructional nature. News was the dominating form of articles in both analyzed countries.

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DANCE FILM AS A SUITABLE FORM OF PRACTICAL MEDIA EDUCATION

Anton Szomolányi

ABSTRACT:

In contemporary decrease in perception of film and television through classical means, searching for new forms of audiovisual expression becomes indispensable in education of the rising generation. Creation and perception of emotional structure by the means of contemporary film language is a challenging part of education of future film creators. Dance film may be referred to as a psychosenzoric perception without verbal communication, convenient for collective school work. In this work dance is referred to as a form of nonverbal expression in shot by shot continuity, where picture and sound plays active role. The text analyses system of practical teaching of movie language by the means of transformation of scenic art into the art of motion picture. It designates main differences between the recording of scenic art and active creation of dance film. If a student is delimited in the creation of school work, thus he does not use speech, but dance movements recorded by the elements of film language, it is possible for him to learn new forms of expression by the means of motion picture and sound. Furthermore this article offers the analysis of elementary elements of expression by the means of film language in dance movie in the form of dynamic composition, movement of camera, characters and in addition film cut and sound track. The text originated from my pedagogical experience during the dance film student project.

KEY WORDS:

composition, dance, dance in a movie, film, film language, light, scenic dance, school movie shade, transformation

1 Introduction

The oncoming generation of audiovisual work recipients perceives content in an entirely different manner due to their divergent approach to these works. Audiovisual works have become available on click at the time chosen by the recipient. Working with time in terms of content has no limits. This means that when watching a film or a simple video, the recipient can pick the parts he or she is interested in, speed up the action by, as it were, cutting individual parts he or she does not find interesting, or perhaps embrace only the basic attributes of a work. When watching a film or TV work in such a way, with creative ambitions, there cannot

be talk of an emotional and creative connection between the author and the viewer. A work is thus perceived on the rational level of sensory perception. If I ask the students about one of the recent films that could be interesting, their usual response is that they know about the film, and sometimes they even remember something from the story. However, they do not judge its quality based on their own emotional experience, but rather on the PR of the film.

On the one hand, the new dream quality of digital technologies offers the film-makers a wide range of possibilities, yet on the other hand allows the recipients of the work to make a quick selection. In today's modern cinemas with high-quality spatial sound, a high-resolution image, ten-bit colour depth and a gigantic screen they can read the narrative of a blockbuster during which they usually get carried away by the superficial story, which was put together for global distribution using a sort of a universal film language. For the young generation it has become trendy and part of their lifestyle to watch short internet videos which are often made by people lacking any knowledge of film language and the viewers themselves shoot and share similar videos. In the end they create their own "feature content" from a sum of shots and short concepts. The television broadcast has become clumsy and too lengthy for the young generation to watch. Egocentrically oriented content and opinions of filmmakers reflecting the attitude towards the present and visions of the future communicated through literature in the story, narrated in the form of a dialogue, have lost their credibility and have become little believable for the young generation. The result is the rejection of television and cinema as the classic audiovisual communication media despite their unquestionable high technical quality.

However, the purpose of this talk is not conduct a thorough examination of the causes. In Slovakia we could also argue that in terms of basic education there is not a single mention of the audiovisual language or any prominent works by renowned filmmakers from all over the world as well as national filmmakers. Yet our children have Slovak language and literature every day as part of their curriculum until their school-leaving exam. They thus attribute or project the content quality onto the content form – literature and text, which constitute merely one part of expression. They are unable to define the form of the narrative and what is more, they do not have anything to base that definition on. Even many filmmakers have adopted this view on film in their work. Content, literature and dialogue are as if responsible for communicating with

the viewer. However, who gives at least some thought to what he or she has recently seen and does a sum of the contents, discovers that the themes somehow repeat themselves in the individual genres, mainly on television. The form and system of communication with the audience is what connects them with the filmmaker and makes up the believability of the illusion and a film is always just an illusion.

2 Instructions for the theoretical basis

As part of my pedagogical experience I teach formal film language and seek ways of teaching students how to read film as well as to express themselves through film using all creative and technical means available. In the educational process of film arts I had the opportunity to do an interesting project with the students. The students I was teaching cinematography were interested in making their own auteur film (film d'auteur), which would not involve a director. The aim was not to use dialogue: to create a film based on non-verbal expression. The main idea I gave my students was to shoot a dance film on condition that this would neither be a video clip, nor a recording of stage dancing, but a form new for them: **Dance for film**. Unique choreography respecting the shot-by-shot technique applied in the creation of a film work. The soundtrack constitutes a combination of original music and noises. The main goal was to seek a non-verbal form of expression in a short film using new forms of expression and technical means inherent in digital cinema.

Such school work genre cannot be made in the capacity of an individual creator but only together with other creative professionals and within the financial possibilities of a school film. This was probably the first time that three faculties of the Academy of Performing Arts were successfully linked by means of the credit system. The Film and Television Faculty has introduced the subject Dance Film with the appropriate number of credits and is offering it to students from other faculties. We put the project in practice by concrete films, the aims of which were presented by cinematography students together with choreographers to their potential collaborators – students from other departments at the Academy of Performing Arts. An important aspect of this project was its timing with respect to the schedule of the academic year, the financing by the Audiovisual Fund and the evaluation date at the end of the academic year. A crucial step in the process was to convince the teachers from other fields of study and programmes to recognise the work on

this project as the semester performance in arts. Students from several art study programmes and fields were systematically involved in the collective work. In addition to cinematography students, students from the departments of sound production, editing syntax, special effects, film and TV production, dance, choreography, musical composition, musical instruments, acting and scenography also took part in the project. Of the course, the grouping of the creators depended on the specific film project. For the uninitiated it could seem that making a dance film is very close to a music clip – a film made to music. There is a substantial difference between those two, mainly in the fact that the purpose of a dance film is not to sell a dance routine, as it is the case of a music video, where the primary goal is to sell the music. *The dance film is an autonomous expression of movement through film language.*¹ And this is the basis for the assumption what this text is about as the result of practical and theoretical research.

3 Theoretical foundations for practical realisation of a dance film

The dance is a depiction of reality through movement. It is an artistic form of expression that evokes feelings and moods, creates action and it can express diverse experiences. Artistic movement should meet the aesthetic criteria and rules of the dance technique with regard to the emotional sensation of the recipient, that is the viewer, and in such a way that as to allow mutual communication on a purely emotional level. Taking place in time and space, dancing has certain rhythm and dynamic. It is created by combining single dance gestures, steps and various body moves. Dancing establishes aesthetic and ideological values that are supposed to elicit psychological response in the form of feelings of joy, emotion, and identification with the fate of the characters on stage, but also a lesson learned.² In all this, the intensity of experience depends on the audience's perceptiveness and the persuasiveness of the dancers' performances along with all elements of expression involved in the piece. I have attempted to give a short description of dance as a stage expression, where it is assumed that the audience – the observers participate in the live appearance on stage and perceive the performance from a single viewing angle through all their

1 ŠEVČÍK, J.: *Tanec a film – dve médiá v pohybe*. [Dissertation Thesis]. Bratislava : VŠMU, 2016, p. 40.

2 ŠEVČÍK, J.: *Tanec a film – dve médiá v pohybe*. [Dissertation Thesis]. Bratislava : VŠMU, 2016, p. 40.

five senses. This perception creates new images within the emotional sensory structure. The resulting experience is just hard to describe, as its structure is very special and individual. However, the observers often agree on the basic elements of expression if the interpretation is right. It is important to realise that stage dancing is perceived through all five senses and its sensory structure is based exclusively on the emotional transformation of reality.

What happens if stage dancing is recorded with a camera? We will use the spectator's perspective, as if the person sat in the auditorium and watched a dance scene on stage, but in our case it will be the big screen or TV screen. By mere recording the pre-camera reality that we perceive during a live performance through all our senses is technically transformed into the audiovisual form where only image and sound are available and also into the new form which is determined by the physical substance of the recording device – a camera with all its technical imperfections. The audience's psychosensory perception of the authentic performance inevitably changes into a new form of expression, which necessarily creates a new sensory substance for the audience. The core principle of a camera is that in a purely sensory manner it converts light into a system of electric impulses, which are subsequently digitised and saved on a data storage or are transferred into a projector or television, where the zeros and ones of the binary system are decoded in the correct order and translated into analogue electrical impulses making up the light of a newly created form – the image of the primary scene. Tonality, colour, point structure, two-dimensional space, these are new elements of transformation of the real scene into an image of pre-camera reality – let's call it film.

Although the point of view or the depicted shooting angle corresponds to the authentic view of the scene, it is something new having a completely different influence on the emotional structure of the psychosensory perception. And so far, I have talked only about the image. The same applies to sound regardless of the quality of the sound recording. It will always be the recording which creates a new sensory structure. The image of a live scene is different in the light tonal structure. The number of tints, shades and greys that can be transferred is limited. The colour depth forms a completely new system different from what we are able to perceive on a live stage. The frame rate of a kinetic image alone shows in principle only a half of the reality. Although we perceive movement as continual, with a frame rate we always need time to put together a new

frame and it is this very time that makes up the other half during which we do not see the scene. But these technical requirements for creating a new image structure – image. We have to perceive them in the same way as dance, on the emotional level, where technical imperfection can help evoke an emotional sensation. The perception of the final recording depends merely on two senses, hearing and sight, which need to be fully transformed into a believable structure of illusion. Coming back to the dance as a non-verbal form of expression, the authenticity of the space on stage from the perspective of the auditorium audience in the form of translation into the image is irreplaceable. A recording can in no case evoke similar emotions or sensations. The image constitutes an entirely new dimension of the emotional structure, in the case of which the recording from the perspective of the audience does not suffice. It also requires the use of means inherent in the film language, its possibilities and laws. In one-camera shooting and not sequential shooting, the camera allows us to enter the space of dance, the audience can be “transported onto the stage”, and the movement acquires a new dimension.

In film the expression of the dancer starts to play a role. We have the opportunity to shoot close-ups – the face of a dancer which the audience cannot see from the auditorium owing to the characteristics of human vision. That is why for example stage dancers put on thick make-up. The facial expression of a film point of view in a close-up with fine dots in the look of the eyes is invisible on stage during a life performance. However, it is not possible to take a thorough shot of a dancer's look with a camera in the continuous choreography of a dance performance. The movement of the dancer alone can also be dramatised towards the camera, or drama can be relieved while moving away from the camera. In one shot the viewer sees a close-up that changes into a long shot of the dancer's physique in a short time. The camera can optically separate everything disruptive for the given close-up expression for instance by applying a lower depth of field. Using a wide-angle lens, the camera can optically speed up the movement towards it, and conversely, it can compress space in the long focal point, thus slowing down the forward movement towards the camera. Using the camera we can decompress and compress time by changing the rate. For the film the choreographer has to create a new choreography together with the director. Its moves may correspond to authentic dancing, but they are shot using the shot-by-shot technique. *This means that a shot represents a time unit of the final length, but it occurs independently and not in the continuity of the dancer's moves. In the course of the dance, the dancer has to divide his or her emotions among*

many shots, while every shot must have a beginning and an end, so their combination results in editing and space continuity, not in the stage space, but in the film space.³

In this way the viewer perceives the new reality on screen. The position of the camera in single shots does in no case correspond to the perspective of the audience from the stage. The camera along with its position is in its point of view in diverse positions. When shooting dance, the composition of the film image is influenced by inner movement on stage and the outer movement of the camera. *The composition of a film shot resembles the composition of a painting only in the static views or in shots with slight movement. A strong moment modifying compositional principles of a film image is the stable invariant format of the film frame, which of course applies to one complete work consisting of a line of shots. The perception of the audience in the auditorium does not have a limited perspective of perception. For these reasons they acquire general compositional rules, if they can be referred to in this manner, their peculiar character which represents a lot more than its concretisation thanks to its particularity.⁴* The shot composition has an active dynamic function in shooting movement. The compositional system of shots makes up the form and style, which not only complement the dancer's performance, but also constitute emotional consciousness and the believability of the dance expression or dance movement, which is non-verbal communication. So traditional compositional principles are not just come rules, according to which individual objects and people are arranged in the surface of motion images in the shots, but formally they create a uniform line in the overall work.

The dancer's facial expression represents a new dimension. Its rendering of movement can be amplified by a close-up of the face. However, this requires that the dancers are prepared for the facial expressions. Their acting is as important as choreography. In other words, the wrong facial expression in a film can ruin even the best dance rendition. The time that a dancer devotes to the look in the close-up of his or her face significantly increases the believability of the emotion. The dancer intensifies the facial expression through the modulation of light on his or her face. His or her facial expression can be in the light or in the shade. It can come

3 SZOMOLÁNYI, A.: *Kamera! – Běží... aneb nekoli moudrostí jak tvořit pohyblivý obraz*. Bratislava : Citadela, 2016, p. 32.

4 SZOMOLÁNYI, A.: *Kamera! – Běží... aneb nekoli moudrostí jak tvořit pohyblivý obraz*. Bratislava : Citadela, 2016, p. 44.

from the shade into the light and vice versa. The advantage of film is that with the shot-by-shot technique dancers do not lose their breath. The dancer's acting is identical with non-verbal acting in films. "Strict rules" for the given film work are determined by the author alone in the image form and style, so that the film constitutes a compact entity with a compositional system of images. Moreover, the author has a distinctive co-author, namely the choreographer and the dancers who form the compositional expression in the motion picture frame.

In order to determine the camera's position with regard to the action of movement, we may speak about the internal and external position of the camera in terms of a close-up. The camera gives the impression as though it was placed between two characters. In this case the camera replaces the viewpoint of one of the characters and the counterfigure of the dancer adequately works with his or her dance expression as well as facial expression. In the case of shots with several dancers we speak about external or outer positioning of the camera, which is placed, as it were, "outside" the mutual contact of two or more characters. This perspective can also be the point of view of the spectator from the auditorium. In a standard communication of two dancers external shooting is used. In the course of personalisation we practically "enter" the characters through the close-up. If we want to be more personal and highlight a close-up, we move away from the close-up to the external shot and then come back to the close-up in the internal positioning of the camera. It is sort of a rhythmic arrangement of accentuating and relieving a shot. If we kept the close-ups or internal shots for too long, the viewers' sensory attention would dwindle and their perception would become passive despite the high dramatic efficiency of close-ups and internal shots. There can be different shot sizes for each character. More narrow shots are more identifying, such as close-ups or even medium close-ups, and wider shots are less identifying. Varying between shot sizes in the dance expression is linked with its non-verbal substance and it can support or suppress the communication expression, or disrupt it with an inappropriate shot size. For example if we have two characters in a mutual contact in the story, we identify ourselves more with the character with a higher number of narrow shots than wide shots. This offers room for a rhythmical rendition of the mutual non-verbal dialogue, where we can strengthen or lessen the viewer's sense of identification with individual characters through shot size.

The shot sizes should be logical to the viewer and if the shot logic is disrupted, the shooting assumes the dominant dramatic function. There certainly has to be a reason for this and when the viewer is unable to find a reason, it leads to a chaos of shots and the credibility of the dance expression is undermined. This is often the case for shooting with multiple cameras and mainly from identical camera positions when shots are joined together without any compositional spatial interconnection in terms of the dancers' movements. *Using shot sizes the viewer is led to look through, as it were, "the window" to the story and it is as if we directed his or her point of view or perception of the dramatic substance at the given point intime.*⁵ This role is assumed by the audience when watching dance in the theatre. Therefore any interference with the logic of their perception of continuity in terms of time and size may disturb or distract the viewers from perceiving the very substance of the film. The viewers consider the incorrect rhythm of varying between the shot sizes a mistake, which they are unable to identify, but they associated it with the way how the overall quality of the work of art comes across. This may also undermine the credibility of the illusion of the dance expression as such. Inappropriate shooting of space may thus impair even the perception of a dance expression of the highest quality.



Thanks to the long shot the observers are able to orientate themselves in the acting space. It is essential for evoking mood and emotions of the entire scene. The long shot can serve to separate individual scenes or to let the effect of the preceding scene linger and at the same time to introduce the next scene. Interior long shots for example even indicate the precise time of the day when the story takes place. A long shot can also create a time lag. Narrowing a long shot leads to intimacy and personification of the character. Narrow shots are strictly identifying. A close communicative contact between the audience and the performer

5 SZOMOLÁNYI, A.: *Kamera! – Běžl... aneb nekoli moudrostí jak tvořit pohyblivý obraz*. Bratislava : Citadela, 2016, p. 68.

is established. A big close-up is even too personal in the communication with the viewer. The personal aspect of the close-up becomes more pronounced by varying between a close-up and a wider shot. When we keep the narration in close-ups, we close in on the space staying in the nature of individual characters. Opening the space with a wider shot or a long shot followed by close-up or a big close-up can restore the emotive aspect and the expression of a narrow shot. Introducing a close-up needs time and preparation for the intense intimacy. This shot has a significant communicative value for the audience, which is only temporary. If we keep the close-up for too long, or narrate a sequence in close-ups, the close-up loses its emotional meaningfulness or at least some of it. We can restore the significance of the close-up if we go back to a wider shot and "depersonalise" the character. In close-ups dancing is very often composed in time. The dancers' moves can be short and thus the sequencing of shots can be unreasonably quick, without spatial orientation, which is brought back into the story by a wider shot.

When filming dancing scenes the camera can also be used to personify the point of view. It can personify the dancer and thus draw the viewer into the story. In this case the direction in which the performer is looking is very important. It is identified by the axis formed by the camera and the performers on one hand and the distance of the point of view from that axis of shooting on the other. Sometimes the so-called subjective point of view of a dancer can be placed just at the edge of the lens, at other times further away from the camera. The eyeline between two characters is crucial for identifying the way how a story is perceived. If the distance between the camera and the eyeline is greater, then the point of view on the scene is more objective – external. The closer we approach this line with the camera, the more intimate the viewer's relationship with the characters becomes. A close positioning right next to the axis /between characters/ can become very personal. If the point of view is placed further away from the axis, the drama in the shot is relieved and the close-up is rather wider. Moving closer to the axis heightens the drama and intensifies the expression of the point of view.

Light and lit space play a key role in the stage rendition of dance, so that the dancer is „seen“. They may also make up the stage space. Usually spotlights with an optical system are used. They direct the light to specified spots on the stage, yet they do not address the issue of expressing emotion by means of shade, the dynamic of brightness and the ratio of light to dark, which is also not fully possible. The hardness

of light, that is the transition between light and shadow, usually does not have an expression on stage. The spotlights must be placed high above the stage, in order not to disturb the audience when watching the performance. This also implies that it is not possible to control the quality of light diffusion and even if it was, it which would have no relevance either, considering the distance between the audience and the dancers on stage. The creation of lit space is one of the core visual means of expression for evoking emotions in a dance film.



An integral part of the stage transformation of dance into film is sound. The sound space has a completely different structure in a film. A film is spared from the authentic deficiencies of a scene in a theatre, such as dancers stamping on stage, coughs of the audience and so on. The film sound can work with authentic noises in their stylised form. Musical noises can sometimes become part of the musical composition. Varying the dramatic expressive activity of image and sound plays a vital role in the film's expression. The mutual varying domination of these elements forms a significant basis for the communication with the viewer.

Conclusion

I have outlined only some of the theoretical problems encountered in the making of a dance film, which I examined in the course of the project. More than 15 short films have been made as a result of the project. Our works premiered in the Drama House of the Slovak National Theatre, which we rented and the tickets were offered for sale to the general public. The theatre was filled to capacity. The form of the presentation was in a way experimental as well. The first half of the performance consisted of six stage miniatures put together by choreographers and dancers in the dance miniatures used in the dance films. The second half after the break was made up of six films containing the same dance miniatures, but in dance films. The same audience had the opportunity

to see the same content in two completely different forms of dance rendition following closely on each other: stage and film dance. A similar emotion of expression in two different forms of communication with the same audience. The audience became absorbed in both parts of the performance. Similar content, different form, an entirely new experience. The audience expressed their exhilaration with a long applause. Intense passion of young people for an unconventional form of creative work combining filmmakers, dancers, musicians and theatre professionals has made new room in the school environment in terms of the communication with the audience. Young creative professionals have come to realise that seeking new forms of expression and seeking room for communication with the audience is a necessity in the present world of fast developing technologies, especially for young creators, so that they do not stick only with the good practices of previous media communication, but that they also look for sophisticated forms of communication with the audience using new technologies.

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EDUCATING OF ACADEMICS IN TURKEY: HIGHER EDUCATION SYSTEM AND ACCREDITATION

Sacide Vural

ABSTRACT:

Countries participating in the European Higher Education Area project are required to re-organize all programs in universities as prescribed by the project and to be accredited so that students can benefit from the opportunities and opportunities offered by this project. The purpose of this study is to discuss the educational process of the academicians who will organize the programs and carry out the accreditation. The analysis limited by communication faculties in Turkey, The universities differ in terms of the educational process they are applying. The difference in the applied education process is reflected in the quality difference of the academicians. The quality difference of academicians plays an important role in the transfer of education programs to the accreditation process.

KEY WORDS:

academicians, accreditation, higher education, post graduate education, Turkish

Introduction

The development of communication technologies as a result of the developments and changes in the world¹ has transformed the current world into one dominated by the media that constitutes the basis of the social structure² in other words, it has been transformed into a global world,³ and these developments and changes have turned the society

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- 1 For more information, see: NEGRİNE, R.: Communications Technologies: An Overview. In MUHAMMEDİ, A. (ed.): *International Communication and Globalization*. London : Sage Publications, 1997.
 - 2 HAMELİNK, C. J.: International Communication: Global Market and Moralit. In MUHAMMEDİ, A. (ed.): *International Communication and Globalization*. London : Sage Publication, 1997, p. 92-95.
 - 3 See: BARRETT, O. B.: International Communications and Globalization: Contradictions and Directions. In MUHAMMEDİ, A. (ed.): *International Communication and Globalization*. London : Sage Publication, 1997.

into a postmodern community.^{4,5} In this post-modern social structure, the boundaries have been removed;⁶ the understanding of nation states has changed as nations have left their authorities to international organizations;⁷ the mass production has been replaced by flexible and individual-centered production systems; the importance of being a creative individual has increased; information has constituted the basis of economy (knowledge based society); circulation of goods and services has spread globally;^{8,9} and the opportunity to establish international cooperation via information networks has increased and become prevalent.¹⁰ In 2001, Turkey, which embraces such a social structure and finds its place in the global world, has taken an important step in the field of higher education and decided to take part in the project of "Field of European Higher Education" in this competitive world just like in other fields.* In this respect, universities and the faculties in these universities

- 4 MOHAMMADI, A.: Introduction: A Critical Reader in International Communication and Globalization in a Postmodern World. In MUHAMMEDİ, A. (ed.): *International Communication and Globalization*. London : Sage Publications, 1997, p. 5.
- 5 MOHAMMADI, A.: Introduction: A Critical Reader in International Communication and Globalization in a Postmodern World. In MUHAMMEDİ, A. (ed.): *International Communication and Globalization*. London : Sage Publications, 1997, p. 5.
- 6 SPARKS, C.: *Globalization, Development and the Mass Media*. London : Sage Publication, 2007, p. 134.
- 7 Note: Today, the number of countries participating in the Project of European Higher Education Area has reached 50. In the present study, the reason for selecting only the Communication Faculties in Turkey as the research topic is that the author is a faculty member in a communication faculty and that she has took part in the studies for the establishment of the commission that would make the communication programs accredited. Turkey is a member of EU, EUCU, UN and, UNESCO. Besides these, Turkey has signed a number of international agreements and is a candidate member of the European Union (remark by the author).
SPARKS, C.: *Globalization, Development and the Mass Media*. London : Sage Publication, 2007, p. 136.
- 8 For more information, see: MAXWELL, R.: International Communication: The Control of Difference and the Global Market. In MUHAMMEDİ, A. (ed.): *International Communication and Globalization*. London : Sage Publication, 1997.
- 9 See also: JALEE, P.: Üçüncü Dünyanın Yağması. İstanbul : Sosyal Yayınları, 1975.
- 10 SPARKS, C.: *Globalization, Development and the Mass Media*. London : Sage Publication, 2007, p. 135.

found in the whole system of Turkish Higher Education have revised, developed and continued to improve their curricula as required by the dynamic nature of the process. This project expects the common area countries “to develop a more comprehensible and comparable academic grading system, to have a quality assurance (accreditation), to approve the diplomas, and to provide equal periods of education.”¹¹

In addition, this system defines the framework of competencies to be determined by countries as follows: framework of national competencies appropriate to the European framework of competencies; specific field of competencies appropriate to the framework of national competencies; program competencies appropriate to the competencies specific to the field; and learning outcomes of courses appropriate to program competencies. However, while organizing or determining the competencies and the learning outcomes, countries taking part in the project are expected to protect their universities' autonomy. In the other words, universities involved in the European Credit Transfer System (ECTS) by protecting their specific differences from the curricula of other faculties in their own universities as well as from those with the same name in other universities and also with the same name in other country in faculties and universities. In this project, after determining the competencies specific to the area appropriate to program competencies, it is necessary to determine the program competencies for the programs in each area and the learning outcomes for each of the courses given within the scope of the programs in a way appropriate to the framework of national competencies; in addition, the curricula should be revised accordingly and prepared by the faculty members themselves.¹² In practice, these are all done by faculty members.

Undoubtedly, in order for academicians, who have important responsibilities in the system, to carry out these important

11 ERDOĞAN, A. et al.: *Yükseköğretim Kurulu Başkanlığı. Yükseköğretimde Yeniden Yapılanma: 66 Soruda Bologna Süreci Uygulamaları*. Ankara : Haziran, 2010. [online]. [2016-06-23]. Available at: <http://www.yok.gov.tr/documents/10279/30217/yuksekogretimde_yeniden_yapilanma_66_soruda_bologna_2010.pdf>

12 ERDOĞAN, A. et al.: *Yükseköğretim Kurulu Başkanlığı. Yükseköğretimde Yeniden Yapılanma: 66 Soruda Bologna Süreci Uygulamaları*. Ankara : Haziran, 2010. [online]. [2016-06-23]. Available at: <http://www.yok.gov.tr/documents/10279/30217/yuksekogretimde_yeniden_yapilanma_66_soruda_bologna_2010.pdf>

responsibilities, they are supposed to go through a fairly good education process. Academicians do not carry out these studies just for once. They constantly have to renew their programs and develop themselves all the time. The reason is that if academicians make this effort, they can then become successful on national and international basis and convey their programs and universities to the expected quality assurance system. This is also among their responsibilities. For this reason, faculties and programs at universities in the countries taking part in the project of European Higher Education Area have the opportunity to make use of the benefits of the project thanks to the quality assurance they acquire via the project. Certainly, involvement in the project requires having quality assurance or accreditation. The purpose of this study was to discuss the education process and the qualifications and competencies of academicians who will convey their programs to the quality assurance system required by the project of European Higher Education Area. Therefore, our analysis starts with post graduate education of master's degree, which is the first step in the education of an academician.

1 The process of Education and Promotion of Academics

1.1 Master's Degree Education Process

The first phase of educating academicians for universities starts with the Master's Degree education, which is based on undergraduate education. When Master's Degree education in Turkey is examined in general, it is seen that state and foundation universities generally prepare and apply their own regulations appropriate to the "Postgraduate Education Regulations" (mevzuat.gov.tr) prepared by the Council of Higher Education (CHE).¹³ However, university senates were authorized by the Council of Higher Education (CHE) to the Postgraduate Education Regulations. These include increasing the number of courses by 50%, giving scientific preparation courses for students from different fields, conducting make-up exams, asking faculty members from other universities to teach courses and increasing the qualifications of students to the level of knowledge, skills and competencies appropriate to the quality assurance system adopted by the common project of European Higher Education Area (see CHE Postgraduate Education Regulations). All universities in Turkey have prepared their own "Postgraduate Education

13 *Official Website of Turkey Government*. [online]. [2016-06-23]. Available at: <www.yok.gov.tr>.

Regulations" by considering the regulations of the Council of Higher Education prepared in line with the framework of national competencies of the Common Area Project of European Higher Education.

On the other hand, most universities in Turkey have prepared their regulations. Accordingly, there are different applications ranging from whether to apply scientific preparatory programs for students from different fields to whether to take more courses or not. University senates, while making use of these authorities given to them, aim at maximizing their students' levels of knowledge, skills and competencies by considering the common area project goals of European Higher Education Area,¹⁴ while some of them organize postgraduate education regulations which try to meet the minimum conditions determined by the Council of Higher Education yet which do not pay enough attention to quality.¹⁵ Besides the Academic Personnel and Postgraduate Education Entrance Exam (known as ALES in Turkey), state universities conduct foreign language exams, science exams and interviews to select students for their postgraduate education programs, while most foundation universities do not execute such exams to select students for their Master's Degree programs. Students accepted from other science areas to Master's Degree programs in state universities are given non-credit scientific preparation courses to prepare them for the program. However, in most foundation universities, such scientific preparation courses are not favored, and those giving such preparation courses want their students to take only one or two such courses. How possible could it be for a student from another field to be successful in that field of science just by taking one or two scientific preparation courses?

Students from other fields (i.e. physical education, art and so on) who are not familiar even with basic concepts of communication should probably spend twice more study hours determined as European Credit Transfer System (ECTS) than students from the field of communication so that the former students can make use of the course contents given in the field

14 ERDOĞAN, A. et al.: *Yükseköğretim Kurulu Başkanlığı. Yükseköğretimde Yeniden Yapılanma: 66 Soruda Bologna Süreci Uygulamaları*. Ankara : Haziran, 2010. [online]. [2016-06-23]. Available at: <http://www.yok.gov.tr/documents/10279/30217/yuksekogretimde_yeniden_yapilanma_66_soruda_bologna_2010.pdf>

15 *Official Website of Turkey Government*. [online]. [2016-06-23]. Available at: <www.yok.gov.tr>.

of communication.¹⁶ Even if students take more than one course in one academic term (they can take four courses at most in a single academic term), it does not seem possible for these students to reach or spend the study time required by the courses. If ECTS of a course is 3, then it makes $3 \times 25 = 75$ hours and $75 \times 2 = 150$ hours. If the student takes four courses in one academic term, then it makes $4 \times 150 = 450$ hours and $450 / 8 = 56$ days, which means that student should study non-stop. In addition, not all courses have the same ECTS. It is at least three. Can students from a different field study so hard? Even if they can, is it possible for them to be as successful in terms of achievement of the learning outcomes of the courses they take as those from the field of communication?

Considering the fact that courses are generally taught as evening courses and that students come to school after work, it is quite difficult for them to demonstrate the expected performance. Moreover, to speak based on my own personal experiences, most Master's Degree students come to school after work and have difficulty meeting the requirements of courses. Also, their levels of success in exams are fairly low. They experience problems with the studies they are expected to do in relation to the courses they take. In addition, considering the fact that faculty members giving the courses are those who are mostly inexperienced and new to the field and that there are even faculty members from the field of art who give courses in science programs, it is then possible to train experts with the necessary qualifications and competencies in line with the quality assurance system as required by the common project of European Higher Education Area. Undoubtedly, it is not easy or even possible to answer this question.

1.2 Doctorate Education Process

The Postgraduate Education Regulations mentioned above is also valid for doctorate education. However, different from acceptance of students for Master's Degree programs, interviews, general academic average, Academic Personnel and Postgraduate Education Entrance Exam (known as ALES in Turkey) and a certain level of proficiency in foreign language are prerequisites to acceptance of students for doctorate programs. For this reason, not all students are accepted for doctorate programs.¹⁷ On

16 McQUAIL, D., WINDAL, S.: İletişim Modelleri-Kitle İletişim Çalışmalarında. Baskı, Ankara : İmge Yayınları, 2005, p. 153.

17 *Resmi Gazete*. [online]. [2014-02-26]. Available at: <www.resmigazete.gov.tr>.

the other hand, those who got the required scores in foreign language exam and in ALES can now more easily register to doctorate programs. In addition, there are several differences between state universities and between their faculties; likewise, the programs executed in these faculties differ as well. Similarly, there are also differences between foundation universities as well as between the programs executed in the faculties of these universities. Without doubt, these differences are due to the difference between the authorizations given to university senates by Postgraduate Education Regulations put into effect by the Council of Higher Education. While using their authorizations, university senates base their decisions and actions on Postgraduate Education Regulations put forward by the Council of Higher Education in accordance with the framework of national competencies, which was prepared in line with the framework of international competencies suggested by Bologna process. However, some of the senates take the minimum criterion into consideration, while some of them take the maximum criterion as basis.

For this reason, just as there are differences in Master's Degree education programs, there are also differences in doctorate education programs as well as in the target qualifications of students trained. This difference is an important point especially emphasized by the common project of European Higher Education Area. Nevertheless, this point is not a difference that sacrifices the quality. Sacrificing the quality makes both national and international accreditation difficult and moves organizations away from the goals and logic of the common project of European Higher Education Area. As appropriate to the conditions determined by the Council of Higher Education, students accepted for the doctorate programs executed by universities can mostly take evening classes since they have a job to earn their lives. In addition, since two of the six faculty members must be professors or associate professors as required by the Council of Higher Education to open a doctorate program, most of the courses given within the scope of a doctorate program are inevitably taught by assistant professors. The reason is that under current conditions, especially in most foundation universities, there are not enough faculty members with upper academic level. Assistant professors who previously did not work as research assistants or those who received academic education in the field of art teach doctorate courses.

Undoubtedly, as mentioned before, well-trained assistant professors with the necessary experiences should teach courses in doctorate programs

at universities which execute doctorate programs by making use of the authorizations given to them by the Council of Higher Education. However, as universities employ faculty members considering the minimum requirements, assistant professors are appointed as supervisors of doctorate students. It would be more appropriate for a doctorate student to author a doctorate thesis, which proves that candidate scientist to be competent in producing science, with the guidance of faculty members who have an upper level of academic experience. In addition, the fact that doctorate students have to study with supervisors who have much less experience in the field causes academic studies to proceed perfunctorily. Considering the fact that there are inexperienced faculty members working as assistant professors at universities and that they teach the generation students of Master's Degree and Doctorate programs, it will not be difficult to understand how weak academic staff are at universities. Even if we think that the number of such faculty members is low and that there are a great number of experienced faculty members who are employed as well-trained assistant professors, associate professors and professors, inexperienced faculty members will, though few in number, lead to a decrease in the quality of education given. Undoubtedly, due to the deterioration of the quality of education, it does not seem possible for a number of universities in Turkey to have the quality assurance of academic programs and to participate in European Higher Education Common Area.

1.3 Process of Promotion to the Position of Associate Professor

Deficiencies and inefficacies due to ineffective education given in Master's Degree and Doctorate programs also reflect upon the phase of becoming an associate professor, and in this phase, the biggest problem observed in the academic files of candidates includes frequent mistakes made in methodology, which constitutes the most important criterion of whether a study conducted is based on scientific grounds or not. It is seen that there are research reports presented as projects and that there are cases in which research results are presented as summaries. There are serious mistakes made in relation to failure to discriminate between results and findings. Here, I do not want to mention such mistakes in detail, yet based on these deficiencies, it could be stated that most academicians avoid the most important point that makes a study scientific, which is the methodology applied in that study.

1.4 Process of Promotion to the Position of Professor

According to the Council of Higher Education Regulations for Promotion and Appointment, for an associate professor to become a professor, he or she is supposed to wait for five years, to publish papers and to contribute to the education and administration processes. Associate professors who meet these requirements can apply to vacant positions in their fields of study to become a professor, and those who are accepted based on the reports of related juries are appointed to these positions by the university board of management. Undoubtedly, if there are deficiencies and inefficiencies as a result of the policy followed, it is not possible to remove them in this phase. Therefore, these deficiencies and inefficiencies are transferred cyclically into future generations. Consequently, based on the differences within the system, academicians with different qualifications are employed in the system. Academicians who go through the education process to have the competencies required by the common project of European Higher Education Area convey their programs to the quality assurance system. However, academicians who go through the education process with the minimum criteria yet fail to acquire the required qualifications and competencies cannot convey their programs to the quality assurance system.

2 Reasons for Training of Academics with Different Qualifications

Parallel to the developments in this era, the increasing number of universities in Turkey has led to an increase in the need for faculty members and brought about new arrangements to meet this need. According to these arrangements, it is necessary to have three faculty members and one research assistant employed in each department. In order to open a Master's Degree program or a Doctorate program, two associate professors, or one associate professor and one professor, or two professors are required. If there are not enough faculty members to teach the courses in a postgraduate education program, then newly-appointed assistant professors will have to teach these courses. Similarly, as it is in Master's Degree program, the same is also true for a doctorate program. Since there are enough associate professors and professors in state universities, courses are generally taught by associate professors and professors. However, in most foundation universities, quite a few academicians work in an academic program. Due to the need for faculty

members, when compared to the old system, the credits to be taken in this system in Master's Degree and doctorate programs have been decreased, and the total time of education has been shortened.

Another and probably the most important point is the quality and the low score required to apply for becoming an associate professor. In addition, there is no specific period of time required to apply for becoming an associate professor, and the only requirement is that the research paper authored should be authored and published after doctorate education. This requirement is met when candidates of becoming an associate professor publish their studies after their doctorate education. For this reason, there are those who become associate professors only three months after they finish their doctorate education. However, conducting and publishing a scientific study requires an important process. Thinking logically, it is not possible to publish three studies in such a short time after doctorate education. Arrangements done for the purpose of increasing the number of faculty members for postgraduate education really increase that number, yet these arrangements also bring about negative results in terms of the qualifications, competencies and efficacies of the new generation. This vicious cycle increases the erosion specifically within the system and generally in every area of social life. The policies and applications followed in the training process of academicians take most universities in Turkey away from the standards expected by the common project of European Higher Education Area.

Conclusion

As a part of the global world, Turkey takes part in the common project of "European Higher Education Area" and continues to rearrange all the higher education programs. In this process, known shortly as the Bologna Process, the ultimate purpose is to increase the higher education standards in participant countries as well as to increase higher education graduates' levels of knowledge, skills and competencies to the level of international competencies adopted by European Higher Education Area. Within the framework of the quality assurance system established by the project, the fact that countries are open to evaluation and inspection at national and international levels has raised the issue of accreditation of education programs executed at universities. Obviously, the analyses and syntheses conducted in communication faculties in relation to the

training process of academicians who will help students acquire the competencies demonstrate that communication faculties differ from one another in terms of quality. Some communication faculties give importance to training of well-equipped faculty members in terms of their competencies, while some of them just apply the minimum conditions of the related arrangements done by the Council of Higher Education.

Undoubtedly, the difference between applications leads to a difference in quality between communication faculties, which then results in a difference in the qualifications of their students. As we say other words academicians. This worrisome result is inevitably reflected upon every area of social life. Depending on this result, it could be stated that accreditation of the programs in communication faculties which give the necessary importance to the training of faculty members seems to be easier, while it is more difficult for those which meet the minimum requirements of the related regulations. In another saying, it is quite difficult for the second one to have the quality assurance system required by the common project of European Higher Education Area. This result is true for most social sciences programs executed in universities in Turkey. If the disadvantaged universities in Turkey, which tries to find a place in this global world of competition do not take the necessary precautions immediately, it could be stated that they will lose the race in this voyage because being accredited means an increase in the university's credit.

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FUTURE OF MEDIA INFLUENCE

MEDIA FUTURE



ANALYSIS OF USER PREFERENCES WHEN SEARCHING FOR INFORMATIONS ONLINE IN CASE OF GENERATION X AND Y

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– Jakub Horváth*

ABSTRACT:

The main objective of the research is to identify user preferences of Generation X and Y related to the use of communication channels and digital devices when searching for information about products via the Internet. In the case of statistical analysis, we focus on differences in the preferences of Generation X and Y. Our analysis is based on the primary data obtained through the questionnaire survey carried out on a sample of 414 respondents. The article also summarizes the theoretical basis of the issue of online marketing, as well as mobile marketing. Article's ambition is to provide a better understanding of customer preferences of Generation X and Y in relation to online activities that can be in terms of the future direction of marketing communications considered as significant.

KEY WORDS:

information, online marketing, user preferences

1 Introduction

Online marketing is nowadays more important than traditional marketing since people are prone to use advanced technologies. Marketing as we know it today and as has been described in the literature will be completely different in no time. It's a logical development, although some companies are still not willing to admit that.¹ Karlíček and Král² argue that the use of the Internet and online advertising have become a common and accepted part of life of computer users. Communication on the Internet is closely linked with other disciplines of communication mix, as evidenced by the wide range of its use. According to Frey,³ online

- 1 JANOUCH, V.: *Internetový marketing. Prosad'te se na webu a sociálnych sítích.* Brno : Computer Press, 2011, p. 17.
- 2 KARLÍČEK, M., KRÁL, P.: *Marketingová komunikace. Jak komunikovat na našem trhu.* Praha : Grada Publishing, 2011, p. 88.
- 3 FREY, P.: Marketingová komunikace v krizi. In *Marketing & komunikace*, 2007, Vol. 17, p. N/A. [online]. [2016-03-25]. Available at: <<http://www.mandk.cz/wiev.php?cisloclanku=2009050005>>.

marketing is an indispensable part of the communication channel. New technologies constantly extend the portfolio of options. Švec et al.⁴ note that for certain segments and target groups online marketing is preferred over the media commonly used. This area is constantly developing. Many companies, according to Kotler,⁵ believe that by setting up a website they fully utilize the possibilities of online marketing. Setting up a website, however, is only 10% of the full potential online marketing provides. Thanks to the Internet and social networks it has never been easier to get closer to one's target group so quickly and effectively.⁶ According to Kotler,⁷ online marketing provides a number of unique advantages. Marketers buy ad space on targeted websites based on the preferences of their target audience. Ads are usually placed based on keywords that appear only to those users who type these words into their browser. In this way, marketers can reach people who are at the beginning of the shopping process. Štefko et al.⁸ state that online marketing targets people, who are hard to reach using TV ads because they spend their time online. Young customers with higher income and education are easier to reach via online advertising than TV ads.

The current mobile marketing is no longer just about bulk text messages. The nature of these devices (Internet access) helps to maximize the use of their potential and opens the door to a wide range of marketing activities. Thanks to the continuous growth in popularity of mobile devices, mobile marketing can be perceived as one of the fastest growing

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- 4 ŠVEC, M., OLŠOVSKÁ, A., MURA, L.: Protection of an "Average Consumer" in the Digital Society – European Context. In MATÚŠ, J., PETRANOVÁ, D. (eds.): *Marketing Identity: Digital Life, Part. II. Conference Proceedings*. Trnava : FMK UCM in Trnava, 2015, p. 273-282.
 - 5 KOTLER, P., ARMSTRONG, G.: *Marketing*. Praha : Grada Publishing, 2006, p. 122.
 - 6 SCOTT, D.: *Nové pravidlá marketingu & PR*. Bratislava : Eastone Books, 2010, p. 235.
 - 7 KOTLER, P., KELLER, K. L.: *Marketing Management*. 12th Edition. Praha : Grada Publishing, 2007, p. 188.
 - 8 ŠTEFKO, R. et al.: Strategic Marketing Communication in Pilgrimage Tourism. In KAVOURA, A., SAKAS, D., TOMARAS, P.: *Procedia Social and Behavioral Sciences. Proceedings of the 3rd International Conference on Strategic Innovative Marketing (IC-SIM 2014)*. Amsterdam : Elsevier, 2015, p. 423.

areas of the targeted marketing.⁹ As Krum¹⁰ states, Mobile marketing is nowadays considered to be still expanding kind of marketing and it can be assumed that it is the future of marketing. Thanks to mobile marketing it marketers can reach their target audience in the most effective and most direct way. It should be emphasized that mobile marketing has been gradually establishing itself through the development of mobile networks and mobile operators. Mobile marketing is taking shape over time, as much as online marketing did some time ago. According to Thangadurai¹¹ mobile marketing is nowadays extremely popular because it provides convenience when sending advertising messages to individual customers. Marketing activities conducted through mobile devices allow marketers to communicate directly with potential customers quickly, no matter where they are located. The aim is to provide consumers with information promoting product, services and ideas with the help of wireless media, which is a benefit for all parties. According to Karlíček et al.¹² Mobile marketing is somewhat risky because a phone is usually perceived as a private medium. Marketing communication via mobile devices may therefore also cause negative reactions. However, its biggest advantage is its targeting ability according to one's location. This means that advertising text message will be sent only to those customers who are currently located in a given store. Dodson¹³ states that mobile marketing can be defined as the sum of processes that enable organizations to connect and communicate with customers in an interactive and relevant manner through a mobile device or network. Mobile marketing is a link that combines traditional media and digital marketing.

Mobile marketing is the most widely used through social networks. Social networks are a much narrower concept than social media. Content of social networks is created and shared by users. Social networks are places where people meet, make friends or connect with

9 METKE, J.: *Mobilný marketing*. [online]. [2017-03-10]. Available at: <<http://www.msolutions.sk/innimarketing.htm>>.

10 KRUM, C.: *Mobile Marketing*. United States of America : Pearson Education, 2010, p. 74.

11 THANGADURAI, J. S.: *Factors Influencing Customers Buying Behavior in Mobile Marketing*. India : Rajalakshmi Engineering College, 2016. [online]. [2017-03-10]. Available at: <<http://www.pulib.sk:2139/central/docview/1815499372/92A5951640294665PQ/21?accountid=164160>>.

12 KARLÍČEK, M. et al.: *Marketingová komunikace: jak komunikovat na našem trhu*. Praha : Grada Publishing, 2016, p. 92.

13 DODSON, I.: *The Art of Digital Marketing*. United States of America : Wiley & Sons, 2016, p. 47.

communities with same interests. Social networks are also referred to as communities.¹⁴ Karlíček and Král¹⁵ state that Social networks as part of social media represent a clear advantage when compared to other media. They have a strong potential. Even companies that have their own profile on social networks are aware of this fact. Through these profiles these companies share a variety of information about their events, products and the like. One of the important tools of promotion are blogs. Blogs are easy to use web apps on which people publish their personal views. People who read these articles can comment on them and share them, thus creating word of mouth – oral transmission of information from one person to another. In today's digital age word of mouth also include social networking sites, chat rooms and other communication tools. Bloggers today are an important part of public relations, and companies treat them and cooperate with them like with journalists.¹⁶ According to the survey by eMarketer¹⁷ global advertising expenditures in 2016 amounted to the value of 571.36 billion EUR. In 2017 these expenses are expected to increase by 6 %. Until 2019 these expenses are projected to grow by an average of 5.83 %/ year. Of the total advertising expenditures expenditure on digital advertising in 2016 accounted to 67.12 billion EUR, which is around 35.8 %. Classic offline advertising in print (newspapers, magazines) represented a share of 13.9 %. Other traditional forms of advertising influencing people outside their home accounted for 3.9 % and direct-addressing advertising accounted to 2.2 % of total expenditure on advertising. It is worth noting that since expenditure on classic / offline advertising should according to eMarketer¹⁸ in the period from 2017 to 2020 decline, spending on digital ads will increase by 2.28 % each year.

14 JANOUCH, V.: *Internetový marketing. Prosad'te se na webu a sociálnych sítích.* Brno : Computer Press, 2011, p. 115.

15 KARLÍČEK, M., KRÁL, P.: *Marketingová komunikace. Jak komunikovat na našem trhu.* Praha : Grada Publishing, 2011, p. 112.

16 SCOTT, D.: *Nové pravidlá marketingu & PR.* Bratislava : Eastone Books, 2010, p. 153.

17 EMARKETER: *Total media ad spending worldwide, 2014-2019.* [online]. [2017-03-16]. Available at: <<https://www.emarketer.com/Article/Total-Media-Ad-Spending-Growth-Slows-Worldwide/1012981>>.

18 EMARKETER: *Total media ad spending share, by Media, 2014-2020.* [online]. [2017-03-16]. Available at: <<https://www.emarketer.com/Article/Digital-Ad-Spending-Surpass-TV-Next-Year/1013671>>.

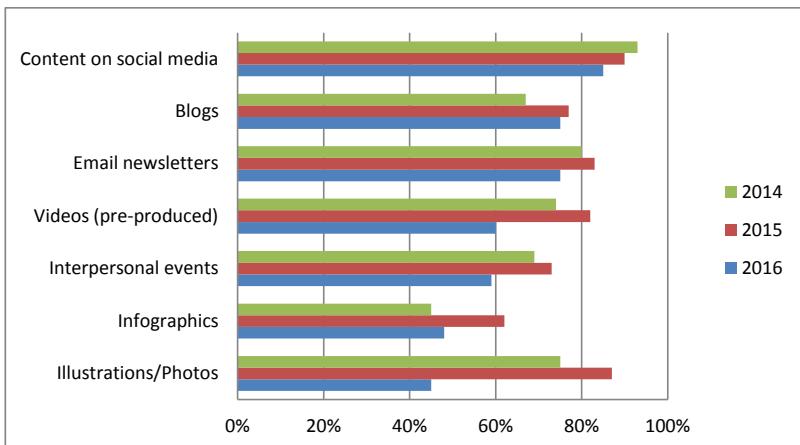


Figure 1: Opinions of marketers on the content marketing – a comparison analysis 2014 – 2016

Source: Content Marketing Institute 2014 – 2016

The Agency Content Marketing Institute^{19,20,21} focused its attention on a comparison of the use of selected content marketing tactics. On the top are social media, however, when compared years 2014 – 2016 we see a downward trend currently reaching 85 %. Blogs also recorded a decline in the annual comparison of 2015 – 2016, from the level of 77 % to 75 %. The same applies to e-mail newsletters, where the difference is a little more significant, a decline from 83 % to 75 %. The biggest fall was recorded in the use of photos and illustrations, which in the case of year on year comparison (2015 – 2016) fell from the level of 87 % to 45 %. An interesting finding is that in 2015 the average number of tactics used in content marketing was 12, in 2016 this number fell to 7 tactics.

19 CONTENT MARKETING INSTITUTE: *B2C Content Marketing: Benchmarks, Budgets, and Trends – North America, 2015*. [online]. [2017-03-10]. Available at: <http://contentmarketinginstitute.com/wp-content/uploads/2014/10/2015_B2C_Research.pdf>.

20 CONTENT MARKETING INSTITUTE: *B2C Content Marketing: Benchmarks, Budgets, and Trends – North America, 2016*. [online]. [2017-03-10]. Available at: <http://contentmarketinginstitute.com/wp-content/uploads/2015/10/2016_B2C_Research_Final.pdf>.

21 CONTENT MARKETING INSTITUTE: *B2C Content Marketing: Benchmarks, Budgets, and Trends – North America, 2017*. [online]. [2017-03-10]. Available at: <http://contentmarketinginstitute.com/wp-content/uploads/2016/09/2017_B2B_Research_FINAL.pdf>.

2 Methodology

The main objective of the research was to identify user preferences related to the use of communication platforms and digital devices when searching for information about products via the Internet, focusing on gender differences and differences in consumer generations X and Y. In order to specify user preferences of consumers of Generation X and Y we decomposed the main objective:

- Identify user preferences in case of digital devices usage.
- Identify user preferences when searching for information about goods and services online.

With regard to the above-defined goals, we formulated the hypothesis that was subsequently verified statistically:

- H_A : We assume that the differences between the generations with regard to their use of communication platforms and method of searching for information are statistically significant.

Data for the mathematical and statistical analysis were collected using a questionnaire. Besides basic demographic items the questionnaire made use of Lickert scale, which gave the respondents opportunity to comment on each item of the matter. The questionnaire was made using Google Docs and distributed to randomly selected respondents using the available e-mail addresses and social networks. Data collection took place in the period between 21st February 2016 and 3rd June 2016. Due to incomplete information we excluded 23 questionnaires from the research. Overall, the research included 414 respondents. Data were processed using the statistical software IBM SPSS and spreadsheet program Microsoft Excel. Due to the nature of the questionnaire we used the method of simultaneous tests and the correlation analysis. The research sample can be considered representative in relation to the Slovak population. It consists of randomly selected respondents. We tried to keep the proportionality of respondents' demographic characteristics. Due to the above-defined objective, were divided into Generation X and Generation Y consumers.

Opinions about the exact dates for when this cohort starts or ends differ significantly. Age cohort referred to as Generation X encompasses, according to Arsenault in Klepochová and Kopaničová²² people born

22 For more information, see: ARSENAULT, P.: Validating Generational Differences: A Legitimate Diversity and Leadership Issue. In KLEPOCHOVÁ,

at a time of the decline of postwar population boom – people born in the 60s and 70s of the 20th century. However, Kotler and Armstrong in Klepočová a Kopaničová²³ outlines exact boundaries, the birth years between 1965 – 1976. On the other hand, according to more recent article by the sociologist and psychologist Peter Kazačka,²⁴ Generation X is a group of people born between 1964 and 1981. As for the generation Y, according to the above authors, the age cohorts referred to as Generation X encompasses people born in the 80s, however, they disagree which year marks the end of this generation. For example, Kotler and Armstrong in Klepočová a Kopaničová considered Generation Y to be people born in the 90s of the 20th century. Others, however, say that Generation Y consists of people born in 2000 as well²⁵ On the contrary, Kozačka does not set boundaries around this generation. He claims that Generation Y are people born after 1981. Based on the above arguments of various authors we decided to divide the sample of respondents into Generation Y, ie those aged 16-35 years and Generation X consisting of respondents in the age range of 36-52 years. However, the survey recorded much younger people (Generation Y) with a share of 72 %. Generation X accounted for only 28 %.

As already mentioned above, to survey involved 414 respondents in total, of which 256 were women, representing 62 % of respondents, and

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- D., KOPANIČOVÁ, J.: *Generácie X, Y a trvalo udržateľná spotreba. Hodnoty, postoje a ich zobrazenie v spotrebiteľskom správaní*. Bratislava : Vydavateľstvo Ekonom, 2012. [online]. [2017-02-18]. Available at: <http://of.euba.sk/konfVeda2012/Prispevky/Klepochova_Dagmar_Kopanicova_Janka.pdf>.
- 23 See: KOTLER, P., ARMSTRONG, G.: Marketing. In KLEPOCHOVÁ, D., KOPANIČOVÁ, J.: *Generácie X, Y a trvalo udržateľná spotreba. Hodnoty, postoje a ich zobrazenie v spotrebiteľskom správaní*. Bratislava : Vydavateľstvo Ekonom, 2012. [online]. [2017-02-18]. Available at: <http://of.euba.sk/konfVeda2012/Prispevky/Klepochova_Dagmar_Kopanicova_Janka.pdf>.
- 24 KOZAČKA, P.: *Demografické zmeny – blížiac sa pohroma pre organizácie*. [online]. [2017-02-18]. Available at: <<http://www.manazerskecentrum.sk/clanok/ezisk-demograficke-zmeny-bliziaca-sa-pohroma-pre-organizacie.htm>>.
- 25 KLEPOCHOVÁ, D., KOPANIČOVÁ, J.: *Generácie X, Y a trvalo udržateľná spotreba. Hodnoty, postoje a ich zobrazenie v spotrebiteľskom správaní*. Bratislava : Vydavateľstvo Ekonom, 2012. [online]. [2017-02-18]. Available at: <http://of.euba.sk/konfVeda2012/Prispevky/Klepochova_Dagmar_Kopanicova_Janka.pdf>.

158 men representing 38 % share of the total number of people involved. As for education, 10 people stated they have completed primary level education. People with secondary education without school-leaving exam accounted for 3 %, those with school-leaving exam accounted for 38 % (156 respondents). The largest group of all respondents (57 %), were people with higher education. In terms of economic activity the survey was attended by almost the same number of employees working in the public sector (26 %) and the private sector (27 %). Students represented 28 % of all respondents. Self-employed people or entrepreneurs represented 13 % of respondents. The survey was also attended by unemployed people (4 %). Among the respondents were women on maternity or parental leave, disabled pensioner, trucker, community worker, or people working abroad.

3 Results

Digital devices undoubtedly become an increasingly important part of life for many people of all generations. Unstoppable development of technology, but especially the penetration of smart phones changes marketing and all its activities, making them more complex. At present, however, it appears that the key aspect of marketing is knowledge of communications platforms that different consumer groups considered relevant. In accordance with the foregoing, the research focused on identifying user preferences related to chat apps.

Table 1: Use of chat apps

Chat apps	1-definitely not		2		3		4		5-definitely yes	
	GenX	GenY	GenX	GenY	GenX	GenY	GenX	GenY	GenX	GenY
FB Messenger	42,11%	26,67%	3,51%	1,33%	3,51%	3,33%	5,26%	4,00%	45,61%	64,67%
Skype	24,56%	26,00%	8,77%	8,67%	12,28%	12,67%	7,02%	13,33%	47,37%	39,33%
Viber	70,18%	45,33%	8,77%	7,33%	1,75%	8,00%	5,26%	6,67%	14,04%	32,67%
Hangouts	85,96%	75,33%	5,26%	4,67%	1,75%	3,33%	0,00%	7,33%	7,02%	9,33%
Snapchat	96,49%	86,00%	3,51%	2,67%	0,00%	2,00%	0,00%	2,67%	0,00%	6,67%
WhatsApp	84,21%	62,67%	3,51%	4,00%	0,00%	5,33%	7,02%	4,00%	5,26%	24,00%

Source: own processing

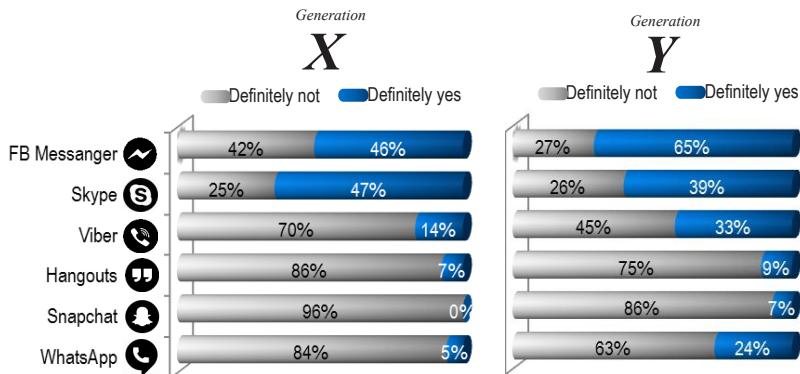


Figure 2: Use of chat apps

Source: own processing

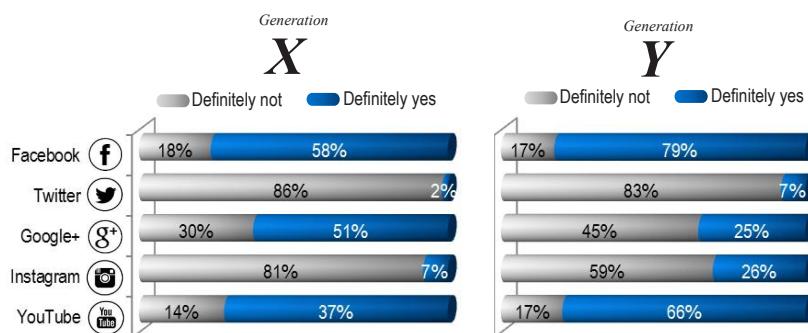
The figure clearly shows that in the case of Generation Y, the use of chat application Facebook Messenger dominates (65 %). On the other hand, 47 % of consumers belonging to Generation X prefer Skype by one percentage point. Results of the analysis show that while using chat applications by Generation X is not popular, younger generation is in favor of those less known like Viber with a 33 % share or WhatsApp, which, according to survey, is used by 24 % of our respondents aged 16-35 years. Surprising results can be seen in case of the app Hangouts. Although it falls under quite popular e-mail service Gmail, it is used only by 7 % of respondents of Generation X and 9 % of respondents of Generation Y. In accordance with the analysis it can be concluded that Snapchat is not very popular among either generation.

In order to make our study more relevant we also focused on the generation gap in the use of social networks. The results of the analysis are quite clear for both age groups studied. A significant majority of respondents use the social networking site Facebook. However, it is evident that younger consumers use it slightly more often (79 %) than people in Generation X (58 %). Almost identical proportion (17-18 %) in both generations was recorded for those respondents who definitely do not use this network.

Table 2: Use of social networks

Social networks	1-definitely not		2		3		4		5-definitely yes	
	GenX	GenY	GenX	GenY	GenX	GenY	GenX	GenY	GenX	GenY
Facebook	17,54%	16,67%	8,77%	0,00%	3,51%	2,00%	12,28%	2,67%	57,89%	78,67%
Twitter	85,96%	83,33%	10,53%	6,00%	1,75%	2,00%	0,00%	1,33%	1,75%	7,33%
Google+	29,82%	45,33%	8,77%	9,33%	3,51%	14,67%	7,02%	6,00%	50,88%	24,67%
Instagram	80,70%	59,33%	5,26%	2,67%	0,00%	5,33%	7,02%	6,67%	7,02%	26,00%
YouTube	14,04%	16,67%	10,53%	1,33%	10,53%	6,00%	28,07%	10,00%	36,84%	66,00%

Source: own processing

**Figure 3: Use of social networks**

Source: own processing

Significant differences were observed in the case of the video server YouTube. While this platform is being used by the vast majority of Generation Y, its use among Generation X fell by lower by almost a third. In the case of the social network Google + the situation is different. Figure 3 shows that the platform operated by Google is primarily used by older people. According to the results of the analysis Google+ is used it by every second respondent in the range of 36 to 52 years. When compared with the younger generation, its use is up by 26 percentage points. In case of the visually oriented social networking site Instagram, it is being used by 26 % of respondents of Generation Y, while 81 % of respondents of Generation X state they definitely not use this platform. The results clearly show that Generation Y is clearly in favor of Instagram. One of our objectives was to identify user preferences when using digital devices. In line with this objective, the survey tried to identify what digital devices (smartphone, tablet or laptop) our respondents use in their various

online activities. If respondents did not select any option as a response, we assume they do not do the given activity. Given the results of the survey it can be stated that the most used device is a laptop while a tablet is the least preferred device.

Table 3: Activities and preferred digital devices

Activity	Smartphone		Tablet		Laptop	
	GenX	GenY	GenX	GenY	GenX	GenY
Entertainment (games, photo editing...)	12,28%	49,33%	12,28%	8,67%	59,65%	32,00%
Online banking	3,51%	26,00%	0,00%	4,67%	80,70%	60,00%
Sending and receiving e-mails	8,77%	32,00%	3,51%	5,33%	80,70%	52,67%
Searching for general information	12,28%	36,00%	10,53%	8,00%	68,42%	45,33%
Searching for product information	8,77%	28,67%	8,77%	8,00%	73,68%	51,33%
Shopping	5,26%	12,67%	5,26%	5,33%	78,95%	69,33%
Social networks	28,07%	63,33%	8,77%	3,33%	50,88%	26,67%
Chat	24,56%	64,67%	5,26%	3,33%	52,63%	24,00%

Source: own processing

The survey indicates, among other things, that for entertaining or relaxing online activities such as games, photo editing and so on are Generation X uses primarily laptops (59.65 %), followed by smartphones and tablet (the same share of 12.28 % for both). On the other hand Generation Y consumers, however, prefer to use smartphone (49.33 %) for their entertainment. Laptops attract only (32 %) of Generation Y. Online banking is in majority carried out using laptops for both Generations. We believe that the present results reflect the skepticism of respondents towards mobile banking. The results of the analysis can be seen in Table 3. More than half (68.42 %) of consumers of Generation X search for general information on laptops, 12.28 % via smartphones and around 10% of respondents search for information on tablets. A similar situation was found in the case of younger consumers. Generation Y also prefers laptops, however, the difference in the use of laptops and a smartphones are not as pronounced as among consumers of Generation X. The results of the analysis indicate that more than a third of young people search for general information using a smartphone. Compared with the use of a laptop (45.33 %) the difference between these devices is only 9 percentage points.

When it comes to social networks, the situation is totally different. More than 60 % of Generation Y use more often smartphones than laptops (26.67 % of respondents) to spend their time on social networks. In turn, more than half (50-52 %) of the older generation of consumers prefer to consumer social networks' content using a laptop than a smartphone (24-28 %). The results of the present analysis show that both generations use smartphones primarily for communication, whether on social networks (Generation X) or for chatting (Generation Y). Both generations use tablets for entertainment in the form of games, for photo editing and so on. Top preferences with regard to laptops were recorded in the case of Generation X in activities like online banking and e-mail. On the contrary, the respondents of Generation Y preferred laptop for purchasing goods and services.

Table 4: Information sources

Infor-mation sources	1-definitely not		2		3		4		5-definitely yes	
	GenX	GenY	GenX	GenY	GenX	GenY	GenX	GenY	GenX	GenY
Social networks	33,33%	25,33%	3,51%	6,67%	10,53%	20,00%	21,05%	17,33%	31,58%	30,67%
blogs	43,86%	40,67%	14,04%	11,33%	17,54%	17,33%	8,77%	20,67%	15,79%	10,00%
Video	50,88%	31,33%	10,53%	9,33%	17,54%	23,33%	8,77%	22,00%	12,28%	14,00%
Discussion boards	36,84%	32,00%	8,77%	12,67%	24,56%	15,33%	15,79%	21,33%	14,04%	18,67%
Price comparison servers	26,32%	33,33%	5,26%	4,67%	24,56%	12,67%	12,28%	14,00%	31,58%	35,33%
Brick and mortar shops	33,33%	29,33%	10,53%	7,33%	17,54%	24,67%	14,04%	15,33%	24,56%	23,33%
Online shops	29,82%	21,33%	7,02%	6,67%	24,56%	16,00%	14,04%	22,00%	24,56%	34,00%

Source: own processing

Besides the above presented analyzes we have also focused our attention on identifying user preferences when searching for information about goods and services online. The results of our research suggest that the most widely used sources of information for Generation X are social networks and price comparisons websites like heureka.sk (with an equal share of 31.58 %). Generation Y is also in favor of these servers, as evidenced by higher figures (35.33 %). Moreover, this generation also uses information provided by online shops. On the other hand, the results of the comparative analysis show that even though neither of generations

is in favor of using videos as information source, 20 % difference between the two is evident. While up to half of the respondents belonging to the Generation X stated "definitely not" in the above table, the same was stated only by a third of Generation Y. In order to verify the hypothesis, we used non-parametric simultaneous test. The following table shows us the results in the form of mean values and standard deviation for the research sample.

Table 5: Mean values and standard deviation for the use of platforms

What resources do you use when searching for information about products?								
Generation		sociál3	blogy3	video3	disku3	porovn3	kamen3	el_obch3
36-52	Mean	3,14	2,39	2,21	2,61	3,18	2,86	2,96
	Std.Deviation	1,69	1,50	1,45	1,47	1,58	1,60	1,55
16-35	Mean	3,21	2,48	2,78	2,82	3,13	2,96	3,41
	Std. Deviation	1,56	1,44	1,44	1,53	1,71	1,53	1,53
Total	Mean	3,19	2,45	2,62	2,76	3,14	2,93	3,29
	Std. Deviation	1,60	1,46	1,47	1,51	1,67	1,55	1,55

Source: own processing

From the above table it is not clear whether the platforms used by Generation Y and Generation X when searching for information are truly different. However, the statistics show that Generation Y prefers video more than Generation X. The table below shows the results of the individual tests. Our research has led us to the following hypothesis of which we will pick only one:

- H_0 : The differences between generations in their preference of platforms used to obtain information are not statistically significant, their nature is random.
- H_1 : The differences between generations in their preference of platforms used to obtain information shows sign of statistical differences.

Table 6: Simultaneous tests regarding platforms used to obtain information

What information sources do you use when searching for information on products?								
Simulta- neous tests		Ssc3	blogs3	video3	discus3	compar3	brick3	onl_ shop3
	Variable=	t1	t2	t3	t4	t5	t6	t7
	RK1t=	647	496	475	538	658	593	608
	RK2t=	1655	1240	1453	1478	1644	1515	1771
	Vt=	0,673	1,019	-3,172	-0,937	1,208	0,667	-2,650
	Vcrit.=				2,773			
	pt=	0,250	0,154	0,001	0,174	0,113	0,253	0,004
	pcorrected=				0,003			
sig.=	no	no	yes	no	no	no	no	no
Double-sided hypothesis	0	0	Younger more	0	0	0	0	0

Source: own processing

The table below provides us with information the values of the statistical V is higher than the value of the critical V, so in case of t3 we reject H0. At t1, t2 and t4, ..., t7 we accept H0 and reject H1. Critical V was lower than statistical V. Given the presented results we accept the hypothesis H1 – therefore we accept the view that the differences between the generations in the preferences of platforms used to obtain information show sign of statistical differences.

Conclusion

The article dealt with user preferences when searching for information online with regard to Generation X and Generation Y because the Internet has become a primary marketing battleground between competing companies that try to promote and sell their products and services. A clear advantage of online marketing and its tools is their broad portfolio, lower costs of implementation and greater impact which can be easily and quickly checked. People nowadays spend online much more time than reading the press or watching TV, or do these activities online (online books, virtual magazines, journals, TV on smartphone, tablet, laptop). Online promotion is particularly vivid in these activities which can be suitably implemented on websites and social networks. Building on the results of the analysis presented above it can be concluded that while smartphones are becoming common devices for online activities, Slovak consumers still prefer laptops. It should be emphasized, however,

that both generations prefer smartphones to communicate with others (be it social networking or instant messages). When searching for information on goods and services in an online environment, the results of the analysis show that the most used websites are price comparison websites, social networks and online shops. The development of new communication media brings an extraordinary potential for business and marketing. The key to success, however, is to adapt the approach bearing in mind the targeted segment and platform.

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TERRORISM AND ITS MEDIA INTERPRETATION

Eva Karasová

ABSTRACT:

The paper focuses on the current socio-political issue and discourse on the topic of the terrorist attacks in Europe and their interpretation by important and influential media outlets. Focus will also be put on the relationship of media and terrorists. The author studies the phenomena using comparative and descriptive methods as well as content analysis. The author examines research related to different interpretations of terrorist attacks by different media outlets. In particular, attention will be paid to the role of geographical distance on the media coverage of terrorist attacks.

KEY WORDS:

difference, interpretation, media, media outlets, terrorism

Introduction

While terrorism is not a new phenomenon in Europe, in recent years terrorist acts in Europe have become deadlier, especially in its western part. Since the Second World War, the three worst attacks on land have taken place in the past 16 years. These are:

- the 2004 Madrid train bombing (191 fatalities),
- the November 2015 Paris attacks (130 fatalities),
- the July 2016 Nice truck attacks (86 fatalities).

While the pattern until 2000 had been a high number of incidents with small death tolls, the number of high-fatality attacks has gone up in recent years.¹ Most notably, Belgium witnessed the worst terrorist attack carried out on its soil in Brussels in March 2016 and France was hit with three deadly terror attacks. In January 2015, it was an attack against Charlie Hebdo magazine, in November of the same year in Paris and the Bastille Day attack in Nice in July 2016. After the November Paris attacks, a national state of emergency was declared in the country, a measure that has been extended several times since. In Global Terrorism Index France even placed eighth in the world in the list of the countries that

1 ASTIER, H.: *From Eta to Stockholm: Is Terror more of a Threat to Europe than Before?* [online]. [2017-04-08]. Available at: <<http://www.bbc.com/news/world-europe-39540371>>.

experienced largest increase in deaths from 2014 to 2015. And that still does not include the terrorist attacks carried out in 2016.² Following such major attacks in Paris and Brussels, the number of ‘smaller’ incidents in Europe has multiplied at an accelerated pace, mostly in France and Germany.³

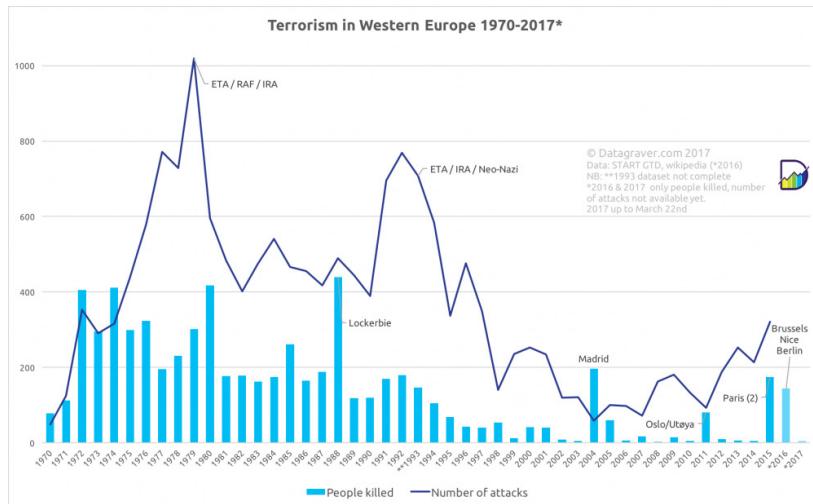


Chart 1: People killed by terrorism per year in Western Europe 1970-2015

Source: *People Killed by Terrorism per Year in Western Europe 1970-2015*. [online]. [2017-04-14]. Available at: <<http://www.datagraver.com/case/people-killed-by-terrorism-per-year-in-western-europe-1970-2015>>.

While it has been repeatedly pointed out in media that in terms of raw numbers the terror threat hanging over Europeans today is no greater than it was several decades ago,⁴ the nature of the terrorist attacks today is different from those experienced by previous generations. “A review of the events which have occurred in the European continent since 9/11 shows an evolution of terrorist threat and the emergence of

- 2 Global Terrorism Index. [online]. [2017-04-08]. Available at: <<http://www.visionsofhumanity.org/app/uploads/2017/02/global-terrorism-index-2016.pdf>>.
- 3 RENARD, T.: Fear Not: A Critical Perspective on the Terrorist Threat in Europe. In *Security Policy Brief*. Brussels : EGMONT Royal Institute for International Relations, 2016, p. 1.
- 4 ASTIER, H.: *From Eta to Stockholm: Is Terror More of a Threat to Europe than Before?* [online]. [2017-04-08]. Available at: <<http://www.bbc.com/news/world-europe-39540371>>.

new alarming scenarios, like those of ‘lone actors’ and foreign terrorist fighters.⁵ Whether it is considered justified or not, the media coverage of terrorist attacks has been extensive to a point when terrorism can be perceived as being omnipresent.

1 Issues with defining terrorism

Academics, politicians, security experts and journalists, all use a variety of definitions of terrorism as there is no universally accepted definition of terrorism among scholars. Richard Jackson outlines a set of criteria that analysts could employ to differentiate between terrorism and other forms of violence and stressing there are many advantages to adopting these definitional criteria. He argues that the most frequent practice, particularly among scholars who are newly arrived to the subject is to simply use the term without defining it. They do so on a misguided assumption that it is widely understood which is a very problematic approach. According to Jackson, there are three more approaches in defining terrorism. The second is used mainly by political leaders and security officials, but also by a surprising number of researchers and media pundits. They define terrorism as an ideology or a movement. The third definition which is used by some researchers is connected to an actor-based definition in the literature where terrorism is defined as a particular form of political violence committed by non-state actors who attack civilians, which is seen by Jackson as both analytically untenable and politically suspect. The fourth definition which is the most common among the leading scholars in the field sees terrorism as a violent strategy or tactic that actors employ in pursuit of particular political goals. Here, terrorism is defined by the nature and characteristics of the act itself rather than the nature of the actor. Unlike the previous definition, this approach accepts that states are also actors who can and frequently do adopt strategies of terrorism and commit terrorist acts.⁶

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- 5 SALERNO, M. E.: Terrorism in the EU. An Overview of the Current Situation as Reported by Europol. In *Giurisprudenza Penale*, 2016, No 7/8, p. 1-11. [online]. [2017-04-14]. Available at: <<http://www.giurisprudenzapenale.com/wp-content/uploads/2016/07/Scarica-il-contributo-ENG-1.pdf>>.
 - 6 JACKSON, R.: *An Argument for Terrorism*. [online]. [2017-04-08]. Available at: <<http://www.terrorismanalysts.com/index.php/pot/article/view/27/html>>.

Seib and Janbek discuss terrorism as a communicative act and explain how interwoven terrorists' violent acts and their communication strategies are. In their view, the most visible and thus perhaps most successful terrorist groups are those which operate with a communication model that is audience-based as opposed to the model based on simple delivery of a message to a passive audience.⁷ The following is definition of terrorism used by the Global Terrorism Database (GTD) whose data is used by the media outlets analyzed in this paper. GTD is an open-source database which includes systematic data on domestic as well as transnational and international terrorist incidents. It currently contains information on over 150,000 terrorist attacks from 1970 through 2015; results for year 2016 will be released in summer 2017. The database is used not only by leading American and British daily newspapers but also by academics considered by some an excellent comprehensive information resource on terrorist attacks.⁸ "The database uses three criteria. To label an act as "terror" it must:

- have political, social or religious motivations,
- be designed to send a message to a larger audience beyond the immediate victims,
- lie outside internationally recognized warfare activities?"⁹

2 Impact of media

The need to study media has been mainly centered on the premise that media, either directly or indirectly influence apprehension, opinions, stances, values and behavior of the recipient. Burton and Jirak acknowledged that despite all of the research on media influence it is extremely difficult to provide sufficient evidence of the impact of media on individuals or society. Based on scientific, layman knowledge as well as stereotypes which are attributed to media by society, they created a list of estimated (not verified) effects of media. The first is related to media's capability to modify peoples' attitudes towards other people or variety of topics. Here the importance is seen in the media's tendency to

7 SEIB, P., JANBEK, D. M.: *Global Terrorism and New Media: The Post-Al Qaeda Generation*. London, New York : Routledge, 2010, p. 1.

8 JETTER, M.: Terrorism and the Media. In *IZA Discussion Paper*, 2014, No. 8497, p. 6.

9 ASTIER, H.: *From Eta to Stockholm: Is Terror More of a Threat to Europe than Before?* [online]. [2017-04-08]. Available at: <<http://www.bbc.com/news/world-europe-39540371>>.

offer stereotyped views of society which can influence how people see themselves or members of different social groups. The effects collective reaction or moral panic as well as individual reaction and emotional response are also mentioned. Media can also set a hierarchy of topics which are important for society or individuals diverting their attention to more attractive topics of lesser importance. They can also cause individuals to feel isolated as they take the individuals away from active social life. The theory about desensitization is based on the premise that constant exposure to media can lead to individuals becoming unresponsive to certain topics covered by media.

The ability of media to teach is considered as having both a positive or negative effect. Media can also show individuals acceptable behavior patterns which can help them at socializing. Social control is also one of the presumed effects of media. Here media display their ability to control the public by prioritizing arguments that support consensus, laws and rules of a given society and by suppressing arguments which cast doubt on these. Apart from defining reality for their recipients, media can also support dominant ideologies in a society. Another assumed effect of media is also reciprocation and trivialization. Reciprocation means that a certain event that is in the center of media interest can be influenced by the media coverage itself. Trivialization describes the tendency of media, especially television, to simplify everything they cover to attract and maintain the attention of the recipient.¹⁰

3 Relationship between terrorism and media

When media are assumed to have such profound effects on their audiences, it is logical that scholars devoted a considerable amount of research analyzing the relationship between media and terrorism with more intensity. Regarding the connection between terrorism and the media, several scholars suggested that there is certain mutually beneficial relationship between terrorist organizations and the media.¹¹ According to Nacos, reporting on acts of terrorism provides terrorists precisely what

10 BURTON, G., JIRÁK, J.: *Úvod do studia médií*. Brno : Barrister & Principal, 2001, p. 347-355.

11 FREY, B. S., ROHNER, D.: Blood and Ink! The Common-Interest-Game Between Terrorists and the Media. In *Working Paper Series*, 2006, No. 285, p. 1-22. [online]. [2017-04-08]. Available at: <http://www.econ.uzh.ch/static/wp_iew/iewwp285.pdf>.

they need: “massive publicity and the opportunity to showcase their ability to strike against even the strongest nation states.” On the other hand, the media are “rewarded as well in that they energize their competition for audience size and circulation – and thus for all-important advertising revenues. In this respect, the two sides enjoy a symbiotic relationship – they feed off each other.”¹² As Frey and Rohner wrote, “it appears that political extremists employ terror as a communication strategy, and that they deliberately choose their targets and their timing in order to maximize media attention.” They also believe that the media too benefit from the public’s eagerness to obtain information about terrorist attacks and that among those scholars who focus on the issue of the relationship between terrorists and the media, almost all agree the nature of this relationship is a symbiotic one.¹³ Also, according to Seib and Janbek, media “collectively constitute terrorism’s oxygen”. The way fear and anger widely spread by media affect the public is something terrorists understand really well.¹⁴ An interesting research conducted by Jetter focused on the analysis estimating the probability of future attacks in the attacked countries, suggested that media attention can predict future terrorist activities. The research showed that the more media coverage an attack receives, the fewer days pass until the next attack in that country.¹⁵

Some journalists started to use the term ‘contagion’ when describing recent attacks in Europe as these seemed to echo one another. They argue that there are number of similarities in the latest attacks as well as the profile of the attackers.¹⁶ Some media outlets which started

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- 12 NACOS, B.: *Terrorism/Counterterrorism and Media in the Age of Global Communication*. Paper presented at a scientific conference Terrorism – A Global Challenge. Tokyo, presented on 5-8th August 2006. [online]. [2017-04-02]. Available at: <archive.unu.edu/globseminar/files/shimane06/Nacos_text_en.pdf>.
 - 13 FREY, B. S., ROHNER, D.: Blood and Ink! The Common-Interest-Game Between Terrorists and the Media. In *Working Paper Series*, 2006, No. 285, p. 1-22. [online]. [2017-04-08]. Available at: <http://www.econ.uzh.ch/static/wp_iew/iewwp285.pdf>.
 - 14 SEIB, P., JANBEK, D. M.: *Global Terrorism and New Media: The Post-Al Qaeda Generation*. London, New York : Routledge, 2010, p. 1.
 - 15 JETTER, M.: Terrorism and the Media. In *IZA Discussion Paper*, 2014, No. 8497, p. 43.
 - 16 RENARD, T.: Fear Not: A Critical Perspective on the Terrorist Threat in Europe, September Egmont Royal Institute for international relations. In *Security Policy Brief*. Brussels : EGMONT Royal Institute for International Relations, 2016, p. 1.

debating various measures aimed at diminishing the publicity their coverage provides these terrorist organizations, particularly in France. For example, they decided to no longer publish names or photos of the perpetrators in order to deny individuals the glorification they are seeking. Regarding media reporting on the violence of the terrorist attacks, Brigitte Nacos stated that while it is the free press' responsibility to fully inform the public about them, the level of detail with which shocking and gruesome acts of violence are reported is unnecessary.¹⁷ Moreover, there is fear that terrorists will think of and commit ever more awful acts of violence precisely because they know that the news media will cover this unprecedented horror news most prominently.¹⁸ Another topic that attracted the attention of academics is the difference in interpretation of terrorist acts by different types of media or different media outlets. Gerhard and Schäfer compared the coverage of American CNN, Qatari Al Jazeera, British BBC and German ARD TV broadcaster in their coverage of four terrorist attacks. They discovered that the moral evaluation of the attacks was almost identical across all broadcasters. They all condemned the attacks and emphasized the illegitimacy of terrorism. However, the difference lied in their geopolitical interpretation of the attacks. While CNN and Al Jazeera's frame was that of the 'war on terror', the frame of the BBC and ARD was 'crimes against humanity'.¹⁹ Frey and Rohner tested whether fatalities in Western Europe and the United States matter more for the attention of the New York Times than fatalities in other parts of the world. The results showed that each terror victim in Western democracies receives more media attention by the New York Times than a similar death count in developing countries.²⁰

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- 17 NACOS, B.: *Terrorism/Counterterrorism and Media in the Age of Global Communication*. Paper presented at a scientific conference Terrorism – A Global Challenge. Tokyo, presented on 5-8th August 2006. [online]. [2017-04-02]. Available at: <archive.unu.edu/globseminary/files/shimane06/Nacos_text_en.pdf>.
 - 18 BOWDEN, M.: *News Judgement and Jihad*. [online]. [2017-04-01]. Available at: <<http://www.theatlantic.com/magazine/archive/2004/12/news-judgment-and-jihad/303626/>>.
 - 19 GERHARD, J., SCHÄFER, M. S.: International Terrorism, Domestic Coverage? How Terrorist Attacks are Presented in the News of CNN, Al Jazeera, the BBC, and ARD. In *The International Communication Gazette*, 2014, Vol. 76, No. 1, p. 3-26, p. 12.
 - 20 FREY, B. S., ROHNER, D.: Blood and Ink! The Common-Interest-Game Between Terrorists and the Media. In *Working Paper Series*, 2006, No. 285, p. 1-22. [online]. [2017-04-08]. Available at: <http://www.econ.uzh.ch/static/wp_iew/iewwp285.pdf>.

4 The problem

Another topic being discussed in connection with terrorism is the predictability of the media's response rate, depending on the distance to the US. It seems that the geographical distance to the US can play an important role. According to the research conducted by Jetter, countries located further away from the US receive less coverage.²¹ In addition, Frey and Rohner found that the terror attacks in Western democracies receive more media attention. We will look into the media coverage of two outlets from Western democracies reporting on a terrorist attack in a Western European country. Our objective is to see if the distance will play a role in number and prominence of the articles reporting on the terror attack. As part of a pre-research, we also aimed at investigating what themes were dominant in the selected media's coverage of this attack.

5 Research questions

1. Does geographical distance between the media's country of origin and a terrorist attack that is being covered influence coverage of such attack?
2. What themes were dominant in the selected media outlets' coverage of this attack?

6 Data and methods

The selected media outlets represent countries of western democracies, and were chosen due to the relevance of their scope and impact. The New York Times (NYT) was chosen to represent American media and The Guardian was chosen as a representative of the British media. Both were chosen for belonging to influential and high-quality newspapers in their respective countries as well as internationally. They both have a non-conservative slant and strong international orientation. Our indicator of media coverage was constructed using the online coverage of the NYT and the Guardian for the time period of three days after the attack. We counted the total number of articles on this particular attack during the

21 JETTER, M.: Terrorism and the Media. In *IZA Discussion Paper*, 2014, No. 8497, p. 42.

time period in question. We also looked into prominence the articles were given. The attack in question occurred on April 20, 2017 in Paris when a gunman fatally shot a police officer and injured two other officers. We counted articles not only reporting on breaking news but also opinions and analyses directly connected to the attack that appeared in clusters together. We excluded those articles that did appear in the cluster but only because they were related to news from France or French elections. As for the dominant theme, we simply counted number of words in a paragraph dedicated to a particular theme and summed it up. In case of videos, the seconds focusing on particular theme were counted. All news items were analyzed also qualitatively in pursuit to identify which themes were dominant in the news coverage of the attack. We found five themes prevalent in the coverage: the attack itself, and police measures carried out after the attack (A), the identity and background of the victim (V), the identity, background and motivation of the perpetrator (P), the attack's potential impact on French election (E), the attack in broader context of terrorism in contemporary Europe (T).

7 Results

As for the number of articles reporting on the attack, The Guardian published slightly more articles than the NYT (nine to six) and the prominence given to these articles was also bigger than in the NYT. The attack occupied the most prominent spot right below the Guardian sign and held if for more than two days. While in the case of NYT, the attacks were mostly either seen on the left hand side bellow the NYT sign, or in the center after scrolling down. When concluding these findings, we see that the British media reported on the attack in France more and asserted more importance to the news. This supports the theory that the distance could indeed influence the amount of reporting a media outlet dedicates to terrorist attacks. Regarding the dominant themes, it is clear from the table that both media outlets dedicated a lot of space to the attack's effect on French presidential elections. However, the difference was that the Guardian devoted almost the same amount of time to the discussion of the attack in broader context. Interestingly, despite the fact that the theme of the perpetrator's background was also a rather frequented theme in several of their articles, very little space was dedicated to motivation of the perpetrator. In their analytical articles, the emphasis is put on the need not to exaggerate the attacks, to lessen the anxiety and the need to prevent spreading of xenophobia. Similarly, in their research

comparing media coverage of CNN, BBC, Al Jazeera and the ARD, Gerhard and Schäfer also concluded that the representation of the perpetrators received very little attention from the European TV broadcasters and was different from that of the American CNN and Qatari Al Jazeera. BBC and ARD were very careful about potential prejudice in their identification of the perpetrators. "This rather 'civil' (and less geopolitical) interpretation of the BBC and ARD is also manifested in the fact that the political motives of the perpetrators are less often mentioned and are less speculated upon.²²

Table 1: Number of articles and its dominant themes concerning April Paris Attacks in the Guardian

The Guardian					
Date/ Article	Dominant Theme				
	A	V	P	E	T
April 20, 2017					
Video – Paris shooting: French policeman killed on Champs Élysées	X				
April 21, 2017					
Police officer killed/ Shooting on Champs Élysées	X				
Fallout/ Fears that shooting will affect election				X	
Simon Jenkins/ If we overreact to this, then terrorism will 'just never end'					X
Analysis/ Was the attack an Isis attempt to influence the vote?					X
Xavier Jugelé/ Policeman killed in Paris was gay rights activist		X			
Paris shooting/ Gunman served over 12 years for attempted murders of police officers			X		
France/ Shadow of terror attacks hangs over country on eve of polls				X	
April 22, 2017					
Hope not hate/ The Guardian view – Editorial				X	

Source: own processing

22 GERHARD, J., SCHÄFER, M. S.: International terrorism, domestic coverage? How terrorist attacks are presented in the news of CNN, Al Jazeera, the BBC, and ARD. In *The International Communication Gazette*, 2014, Vol. 76, No. 1, p. 3-26.

Table 2: Number of articles and its dominant themes concerning April Paris Attacks in the New York Times

The New York Times						
Date/ Article	Dominant Theme					
	A	V	P	E	T	
April 20, 2017						
Paris Shootout Leaves Police Officer and Gunman Dead	X					
April 21, 2017						
Video – Campaigning Pauses After Attack				X		
Trump Says Paris Attack Will Have ‘Big Effect’ on French Election				X		
Officer Killed in Paris was defender of gay rights		X				
Attack in Paris Casts a Shadow as France’s Election Nears				X		
April 22, 2017						
How Terrorism Can Alter Elections						X

Source: own processing

8 Discussion

The results show that the American media outlet reported on the terrorist attack less intensively; we think that there would be even less coverage of the attack had it not coincided with the first round of the French election, which is an event of high international importance and would be covered intensively anyway. However, this could apply to the British media outlet as well. Also out of these articles in the NYT high prominence was given to the American President Donald Trump's comments on the attack and its consequences for French election. As the aim of the paper was to focus on the geographical distance in reporting on terrorist attacks, we chose newspapers with a similar non-conservative slant. In the future, we would suggest conducting an analysis comparing media outlets of opposing political stances in their coverage of terrorist attacks. The initial attack that was going to be analyzed in this paper was attack on Westminster Bridge in London from March 22, 2017. However, more current issue was selected eventually. We suggest for further studies, looking in to the difference of media coverage of these

two attacks as we already noticed notable distinction, particularly in the episodic and thematic character of the frames used. Moreover, the media coverage of these attacks could be compared in respect with five frames suggested by Semetko and Valkenburg and subsequently used by many other scholars when analyzing media coverage of various events. The five frames include conflict frame, human interest frame, economic consequence frame, morality frame and responsibility frame.²³

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TRUTH AS THE VALUE FOR CONSUMER IN MARKETING COMMUNICATION – NEW PERSPECTIVES

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ABSTRACT:

Truth is widely accepted as important aspect of human communication. It is mainly regarded as an attribute of the message. It also represents concrete value for consumers. The aim of a paper is to identify the exact role of the category of truth from three perspectives: legal, ethical and technical. Stress is also on the position of truth in dynamic changes of communication tools, including digital media. First part of a paper shows the potential extent of values that may be included in communication tools. Next some philosophical origins of the truth are commented. Third part identifies an approach to the truth in popular legal and ethical regulations. Finally, an author explains some consequences of evolving new media for providing people the truth.

KEY WORDS:

correspondence theory, truth, value for consumers

1 Introduction

It is remarkable that typical approach to communication tools is to focus on its efficiency in organization's attempts to gain desired effects. The whole task for communication is basically to perform its information function, or in broader sense, to inform, persuade or remind consumers directly or indirectly – about the brands.¹ Less frequently they appreciate communication as a field of benefits expected by customers. Even if in the context of value based marketing, values are a domain of a product, not of other parts of marketing mix. In fact, the very communication and delivering processes represent a group of values. In broader sense, it may be said that if all what is directed by a company to consumers is marketing mix, then all marketing mixes represent specific values.

1 KOTLER, P. et al.: *Marketing Management*. Harlow, UK : Pearson Education Ltd., 2009, p. 691.

2 Value for consumers in communication mix

In classical approach the fundamental communication tools consists of four tools: advertising, personal selling, sales promotion and public relations. More recently they proposed broader lists of communication tools (see table 1). To be precise, the so called modern approach to the classification only in part is justifiable. For instance, the nature of events similar to the nature of PR so in the past they were frequently considered as a part of PR. Also if word-of mouth advertising is regarded as a tool manipulated by a company it may be considered as a part of PR and publicity.

Table 1: Marketing communication tools

Classical approach	Contemporary approach
Advertising	Advertising
Personal selling	Sales promotion
Sales promotion	Events and experiences
Public relations	Public relations and publicity
	Direct marketing
	Interactive marketing
	Word-of-mouth marketing
	Personal selling

Source: KOTLER, P. et al.: Marketing Management. Harlow, UK : Pearson Education Ltd., 2009, p. 691.

If from the view point of a company, as a sender, the communication tools play the mentioned functions, they also represent concrete values expected by consumers. For instance, from company's PR consumers may expect some involvement in developing local infrastructure or free access to company's facilities. From sales promotion activities they may expect free trial of a product or some money savings. In general, in may be concluded that whole group of communication tools represent of list of different values.

Table 2: Communication tools and value for consumers

Communication tools	Value for consumers
Advertising	Commonly accepted value of advertising is information. More precisely, there can be identified some attributes of information: the content, quality of information, reliability, level of comprehensiveness. Other than information values concerned with advertising media are functional values. Let us identify functional utilities of media.
	As for TV, the value is comfort in using TV sets. Also big screens of contemporary TV sets create advantage. Other value is the content of programs. What is accepted by an audience are sitcoms, life programs (like Idol) or some sporting events.
	Radio, as a medium continues to have some importance despite the rivalry from other media, because of some functional values. In the past the value was just very complex information, relaxation, culture, music. Today, major value is music for free, dialogue with reporters or possibility to listen to the music while driving. In this role radio has a rivalry only from similar electronic equipment like take recorders, mp3 or mp4.
	Printed media nowadays suffer much from competition by TV, radio and internet. However, despite big decline of circulation of press, people still read newspapers. For many consumers it is just pleasure to have a newspaper in a hand. Value represented by color magazines can be pleasure in dealing with aesthetic thing.
	Growing role of internet is concerned with the use at the place where consumers actually are staying, easy and quick access, variety and scope of contents.
	Also remaining medium, out door, offers specific value. An aggressive out door deserves well some critique, yet it offers functional values. First of all, it is information on local offers (hotels, restaurants etc.). Next some out door play aesthetic role (some digital billboard).
Personal selling	Personal selling used to be widely accepted as elastic alternative to inelastic mass advertising. Today, in the light of development of generic communication tools and appearance of new media, usefulness of personal selling needs to be revised. First of all, lack of elasticity of advertising is not necessarily the truth. Advertising on internet is frequently interactive. Advertising content and forms can be adjusted to reactions of receivers. Also internet allows for bigger selectivity of reaching right consumers. After years of experience it also shows that it is standard personal selling that is not really elastic. What was traditional advantage of personal selling was providing people with some expertise.

Personal selling	Today it is possible for consumers to get enough information about products with assistance of sellers. Furthermore, standardized processes of internet transactions (for instance in travel or hotel business) are very convenient. The same is with automated selling via self serviced machines. So personal selling may remain a value in some sectors and for some market segments where human factor is helpful or necessary. Remaining value of personal selling is concerned with demonstration of products. For instance complexity of products requires demonstration of products.
Sales promotion	In traditional marketing theory specific characteristic of sales promotion short time period of the use. So sales promotion tools are not usually proposed as a strategic instrument. Today popularity of sales promotion shows that values offer by the tool are of growing importance. This are unique values that are not offered through other promotional tools. First of all it is material, especially financial values. For this reason, in some industries, like personal car market, consumers so accustomed to enjoy rebates that marketers are forced to propose as frequently as possible. Next, the value may be free trial of a product. Direct touch with some products may be more important for consumers than any information gained from press or internet. Other value is emotion associated with selling. Consumer contests or lotteries are typical examples here.
Public relations	<p>Public relations offers value partly similar to advertising: information. However, in the case of PR, typical is more reliable information, or at least information perceived by receivers as reliable. Fundamental tools of PR can be classified using the level of reliability as criterion. Because advertising is visibly intentional better tool is a bridge between advertising and PR – company advertising (that substitutes traditional product advertising). Since any kind of advertising is intentional, still better solution can be sponsoring. It provides some additional values either socially accepted activity (for instance charity) or interesting show (concert or sporting match). Higher in hierarchy of PR tools may be appropriate relations with mass media. Experts can be perceived as ones providing truthful information. More reliable is free access to a company. At lower level it may be open door days campaigns and at the higher, all year round access to a company.</p> <p>Values offered by public relations tools are not reduced to reliable information. Important are also material values. Real material value may be provided by specialty advertising (despite the name it is PR tool). It combines material value with information about company. Real value represent typical tools: offering computers to schools, some medical equipment for hospitals, or equipment for sporting clubs etc.</p>

Source: PRYMON, M.: On Global Trends in Marketing Advertising; From Billboards to Digital Media. In MATÚŠ, J., PETRANOVÁ, D. (eds.): *Marketing Identity: Design that Sells. Conference Proceedings*. Trnava : FMK UCM in Trnava, 2013, p. 353-367.

As it can be accepted, communication tools really represent specific values and information is only one of them, even if it is the most natural one. Information as a value should be seen as a complex. More specific values included in information can be: the very content and the form of expressing the content. Important values can be: complexity, comprehensiveness, adequacy and the truth. Detailed list of information attributes includes also: comparability, confidence, cost, clarity, actuality, usefulness etc.² Since the truth is a value for customers it can be assumed that successful organization may need to offer the truth as any other value.

3 Definitions of truth

It can be observed that there is essential agreement about interpretation of the truth. Correspondence interpretation was generally shared by Aristotle, Plato and Thomas Aquinas. Judgment is said to be true when it conforms to the external reality (Stanford Encyclopedia of Philosophy). Also Kant tells: the nominal definition of truth, that is the agreement of (a cognition) with its objects, is assumed as granted (1787).³ That correspondence theory is enough widely accepted is shown in results of research conducted by Bourget and Chalmers among members of 99 departments of philosophy at universities.⁴ They were asked to accept or loan toward correspondence, deflationary and epistemic theory of truth. As much as 50,8 per cent philosophers accepted correspondence theory. Common acceptance of correspondence theory is reflected in ways truth is defined by popular encyclopedias: truth is the property of sentences, assertions, believes, thoughts, or propositions that are said, in ordinary discourse, to agree with the facts or to state what is the case (Encyclopedia Britannica).⁵ Also The Oxford English Dictionary says: truth is conformity with fact, agreement with reality.⁶ W. James contends that: truth as any

2 SASAK, J.: *Zarządzanie wiedzą. Cechy informacji*. [online]. [2017-03-12]. Available at: <www-isp.miks.uj.edu.pl>.

3 For more information, see: KANT, I.: *Critique of Pure Reason*. New York : St.Martin's Press, 1929.

4 BOURGET, D., CHALMERS, D.: What Do Philosophers Believe? In *Philosophical Studies*, 2014, Vol. 170, No. 3, p. 465-500.

5 *Definition of Truth*. Encyclopedia Britannica. [online]. [2017-03-12]. Available at: <<https://www.britannica.com/topic/truth-philosophy-and-logic>>.

6 *Definition of truth*. Oxford Dictionary. [online]. [2017-03-12]. Available at: <<https://en.oxforddictionaries.com/definition/truth>>.

dictionary will tell you is a property of certain of our ideas. It means their agreement with, as falsity means their disagreement with reality.⁷ Applying correspondence approach to the truth does not mean that verifying the truth is easy. Much easier is check if statement “snow is white” is true, then check truthfulness of suggestion coming from the picture.

Exploring the content of the truth in communication is based mainly on interpretation of the truth as a property of a message. However, considering the truth as a value for customers encourages to appreciate the truth also as an object. Following Rokeach's dichotomy, all values are terminal values or instrumental values.⁸ So truth may be extreme being pursued by people, one similar to wisdom. It may be either absolute being in idealistic sense or potential, theoretical being. Truth as a value for consumers may be defined as potential set of truthful information related to products, services, institutions or market situations that are important for consumers.

4 Formal regulating of the truth

Truth in communication, especially in advertising, is of important concern. However, in formal regulations, much more stress than on answering to the question what is the truth, is on explaining what is opposite to the truth or what prevents people from getting the truths. It is remarkable that even in famous American The Wheeler-Lea Act (1938), that played fundamental role in developing law on advertising, the very word “truth” was not mentioned. As for the USA, it was as late as in 2014 that the word was spelled in the title of the act – Truth in Advertising Act. It is more frequently that instead of requiring to tell the truth they ban misleading people or using predatory practices. Legal rules concerned with advertising are focused on listing various kinds of negative practices. Sometimes instead of requiring to tell the truth they require to provide consumers with the right to be informed, what was declared by Kennedy in 1962.⁹

7 JAMES, W.: *Pragmatism and the Meaning of Truth*. Cambridge : Harvard University Press, 1975, p. 96.

8 See: ROKEACH, M.: *The Nature of Human Values*. Los Angeles : Free Press, 1973.

9 *Kennedy's Consumer Bill of Rights*. [online]. [2017-03-12]. Available at: <<http://www.mass.gov/ocabr/government/oca-agencies/dpl-lp>>.

In addition to legal requirements, it is also business and marketing ethics that regulate truthfulness of communication, especially advertising. AMA formulates following obligations of an company concerned with promotion:¹⁰

- Represent products in a clear way in selling, advertising and other forms of communication; this includes the avoidance of false, misleading and deceptive promotion.
- Reject manipulations and sales tactics that harm customer trust.
- Specific requirements in this field are formulated by Canadian Marketing Association. Its general requirement concerning the truthfulness is that marketing communications must not omit material facts and must be clear, comprehensive and truthful. Detailed requirements regulate: accuracy of representation, clarity, use of disclaimers, support for claims, testimonials, the use of price claims etc.¹¹

Also very specific regulations have been declared by International Chamber of Commerce required that marketing communications was truthful and not misleading.¹² Next it lists both ways and the objects that can subject to evaluation from the view point of the truth. Marketing communications should not contain any statement, claim or audio or visual treatment which, directly or by implication, omission, ambiguity or exaggeration, that is likely to mislead the consumer, in particular, but not exclusively, with regard to:

- characteristics of the product which are material, i.e. likely to influence the consumer's choice, such as: nature, composition, method and date of manufacture, range of use, efficiency and performance, quantity, commercial or geographical origin or environmental impact;
- the value of the product and the total price to be paid by the consumer;
- terms for delivery, exchange, return, repair and maintenance;
- terms of guarantee;
- copyright and industrial property rights such as patents, trade marks, designs and models and trade names;

10 *American Marketing Association Code of Ethic*. [online]. [2017-03-12]. Available at: <<https://www.ama.org/About AMA/Pages/Statement-of-Ethics.aspx>>.

11 *CMA Code of Ethics*. [online]. [2017-03-12]. Available at: <<https://www.the-cma.org/regulatory/guidelines>>.

12 *International Chamber of Commerce Code of Ethics*. [online]. [2017-03-12]. Available at: <<http://www.codescentre.com/icc-codeaspx>>.

- compliance with standards;
- official recognition or approval, awards such as medals, prizes and diplomas;
- the extent of benefits for charitable causes.

Specific rules concern the use of technical and scientific data and terminology. Marketing communications should not:

- misuse technical data, e.g. research results or quotations from technical and scientific publications;
- present statistics in such a way as to exaggerate the validity of a product claim;
- use scientific terminology or vocabulary in such a way as falsely to suggest that a product claim has scientific validity.

Even if the extent of regulations designed to stop false or misleading practices is impressive, there are natural sources of difficulties in making judgments. For instance, incorrect statements or false promises about product are prohibited. But dividing line between true and false claims is not absolute clear. As says Fill, a salesperson can be generally expected to show enthusiasm for the product, which may result in some degree of exaggeration. Much of advertising contains some degree of what might be called embellishment of puffery.¹³ From analysis of a domain of legal and ethical norms concerned with truth might be concluded that they are primarily concerned with truth, as an attribute of direct and indirect information. There could appear some practical problems of applying correspondence approach to the truth. One is that reality at the stake is unclear, ambiguous or controversial (moral norms, psychological situations etc.). Other is that the very information about reality are unclear or ambiguous. To solve both problems they keep developing legal and ethical norms in the hope for covering whole field of misbehavior by marketers both general or specific ones. Example of general norms here is ban on nonessential advertising. Still other solution is obligatory standardization of information to be directed to consumers.

If truth as a value is not usually explored by business ethics, one important exemption is the so called social teaching of a catholic church. As says S. Kowalczyk – professor of the Catholic University of Lublin – the pope Benedict XVI based the ethos of economic activity on aretology – teaching on virtues and faults – where the stresses is on special role

13 For more information, see: FILL, CH.: *Marketing Communication, Context, Strategies and Applications*. Harlow : Prentice Hall, 2002.

of three values: truth, social justice and love. Social teaching of church is opened to the truth and it serves the truth that brings freedom.¹⁴ In the case of the truth as a value for consumers traditional legal or ethical actions are especially difficult. Allowing an access to the truth can be provided by a company mainly on voluntary bases. Motivation for this could be competitive forces. Example for this provides gradation of PR tools, shown at the table 2. It suggests that with time passing, more efficient tools of PR are those that are perceived by people as more truthful. Some other stimuli for providing people with the truth can be consumer's pressure resulting from growth of consumers' education.

5 Truth and new media

Growing stream of both legal and ethical regulations reflects never ending attempts to follow negative creativeness of communicators. The problem is deepened by advances in technical tools of communication. However new tools mean not only threads for the truth in communication, they also represent some positive opportunities. What is the thread concerned with new digital media is disappearing borders between virtual and real world. It is especially new generations called digital natives¹⁵ that are faced by this problem. In general, the youths becomes less autonomous from market communication. Substitution of real world by digital world means limited access to the truth about products or ideas. As for consumption products traditional retail outlets offered better physical access to products. Part of new media present products in modified form. Special problem for the truth in communication is more easy access to digital media by various marketers. It allows for limited responsibility of sponsors of communication. In the case of traditional media, it was possible to hope for capturing communicators by legal regulations. Now potential for developing effective regulation is shrinking. It may be expected that in the future, shift of advertisers from traditional to digital media will result not only from better efficiency of new media but also from more freedom in these media.

14 KOWALCZYK, S.: *Etos aktywności ekonomicznej w świetle encykliki Caritas in Veritate Benedykta XVI*. [online]. [2017-03-12]. Available at: <<http://dspace.uni.lodz.pl:8080/xmlui/bitstream/handle/11089/1474/>>.

15 PRENSKY, M.: Digital Natives, Digital Immigrants Part 1. In *On the Horizon*, 2001, Vol. 9, No. 5, p. 1-6. [online]. [2017-03-12]. Available at: <<http://dx.doi.org/10.1108/1074812011042481>>.

Next problem is concerned with operating a new language. It is mostly limited and less precise language. This language limits potential for representation of the truth. Virtual world is highly influenced all sort of gate keepers,¹⁶ including owners of portals. Legal campaigns as Ad.words infringe the flow of true messages. Digital communication is highly affected by illegal action by various kinds of hackers. In general, new media mean less societal control over communication. Fortunately they also may be positive from the view point of the truth as the value in communication. First of all positive role may play growing diversity of sources of information. Important change is growing potential for comparisons between offers. So it means better access to the truth. Special chance the truth are new possibilities for direct communication between customers that is based mainly of social media. What can be expected regarding the mentioned positive factors is better education of consumers. It should help them to understand mechanisms on which new media are based and then to evaluate information.

Conclusion

In general, truth in communication and especially in advertising, receives a lot of attention of both consumers, regulatory bodies and variety of observers. Main focus is, however, on truth as an attribute. Legal and ethical regulations that are developed indicate mostly negative practices. This is normal logic of law. Today a challenge for communication is to offer the truth as a value. It can be expected that major trend in communication is and will be: providing consumers with this value, mainly through allowing free access to the truth. This can be expected from traditional tools, especially PR. Dynamics of new digital tools, in part at least, should play important role in this area.

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16 See: SOLOMON, M. R.: *Consumer Behavior: Buying, Having and Being*. Upper Saddle River : Prentice Hall, 1995.

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AUDIOVISUAL WORKS AS A COMPONENT OF MODERN DIDACTIC AIDS

Jana Szabóová

ABSTRACT:

The question of how to take advantage of modern didactic aids and apply them in the educational process is one that is both fruitful and relevant in our current situation. We are witnessing rapid development in every aspect of science and technology, with effects that we feel in our everyday life. The technological developments in the education process are particularly striking because they affect not just the use but also the creation of didactic aids and methods. The use of audiovisual media in various forms is a growth area in the educational process. These audiovisual works come in various genres and formats. Despite the advantages of easily available films and videos, lack of knowledge in the area increases the risk of poor choices that could endanger taste and aesthetic awareness, or undermine the art of cinematography. A basic or deeper comprehension of the content of the work, an understanding of its form and not least importantly experience in making such a work are vital guarantees that the work will function as a didactic aid that increases the effectiveness of a lesson.

KEY WORDS:

audiovisual work, didactic aid, multimedia, new technologies

1 The current situation in the use of new technologies to produce works for viewers

The current wave of dynamic technological development has saturated daily life to the extent that we become frequent viewers of modern multimedia works, frequently of a commercial nature, without our conscious effort, and we are ourselves frequently also the makers of multimedia and audiovisual works. Multimedia creation has achieved great popularity with both viewers and creators. The new trend reflects the development of multimedia networks, above all the internet. The term multimedia is here used to refer to groupings across media as such, entertainment, communication technologies and the computer industry, whether presented via television, film, video, computer games, radio, animation, photography or graphics, involving combinations of sound, images, graphics and text, where the main characteristic is interactivity, meaning the possibility for actions of the audience to influence the

work. Multimedia is also used to refer to the integration of text, images, graphics, sound, animations and video for the communication of information in a way that allows the user to participate interactively in communication, i.e. to influence presentation by the multimedia application through their actions. Multimedia has created a vast new field of opportunities for creators in the audiovisual area. The possibility to combine audiovisual works into multimedia formats offers innovative ways to exercise creativity, to change creative practices and to address new themes that can be combined with new technologies to provide non-traditional experiences for audiences.

2 Innovation in the use of communication media in education

The teaching process is one of the important parts of human existence that have been affected by the development of communication and communication media. Where teaching professionals once had to provide vocational preparation using only verbal communication, they now have access to a wide range of other media, resources and aids. It is a worldwide trend in education to gradually incorporate multimedia, hypertext and hypermedia teaching resources and aids into the teaching process.¹ In recent years, schools have made increasing use of multimedia. The possibility to bring together the different components of multimedia help subjects in the teaching process to acquire knowledge and skills. These aids, resources, teaching materials and the new methods introduced in teaching have made teaching and learning more efficient and more interesting for both teaching professionals and learning subjects in contemporary multimedia society. Schools cannot ignore scientific and technical progress but schools must also help pupils to make full use of multimedia and audiovisual works as sources of knowledge, learning and creativity. In today's global society, children/pupils/students have their first encounter with the development and use of digital technology at a very early age (in the family environment) and later to some extent in school, which is why we link digital technology with development of digital and information skills.² Digital technology is appearing in ever more schools. As schools acquire more equipment, more of their teaching

1 KOSTRUB, D., SEVERINI, E., REHÚŠ, M.: *Proces výučby a digitálne technológie*. Bratislava, Martin : Alfa Print, 2012, p. 7.

2 KOSTRUB, D., SEVERINI, E., REHÚŠ, M.: *Proces výučby a digitálne technológie*. Bratislava, Martin : Alfa Print, 2012, p. 7-10.

involves digital technologies. In this respect, it would be appropriate to call for the continuous training of school employees at all levels, not only on ICT but also in independent efforts to produce their own didactic aids using new media and in following trends in multimedia content creation and critical reflection on them. Professional teachers are expected to continue improving their qualifications after they complete their studies. They can take advantage of various forms of lifelong learning by participating in projects organised in accredited programmes.³ The 21st century generation must learn how to deal effectively in a world where information travels near the speed of light, facts can be found within seconds, and vast communities form every day on the Internet. No longer are reading, writing, and arithmetic enough to succeed in the world, and in a career.⁴

3 Factors affecting the quality of audiovisual didactic aids

An essential first step is to clarify what is meant by "didactic resources". This is a resource that helps a teacher to manage the educational process. Didactic resources include all teaching aids that perform an educational function. They are objects and actions that facilitate the achievement of set objectives. Didactic resources can be in material and non-material form. Non-material didactic resources include the content and objectives of the curriculum, teaching methods, forms of organisation, and other resources focussed on the teacher's mental procedure. They help pupils to acquire lasting knowledge. Material didactic resources include teaching aids and technical equipment.⁵ Technical equipment used in teaching includes equipment for presenting audio, video, audiovisual and multimedia content. This includes a range of devices, basic auxiliary machines, equipment and other didactic technology. Present day technology makes it easy to capture, process and store audiovisual content. There are video cameras, digital Dictaphones, MP3/MP4 players, mobile telephones, smartphones, digital cameras, USB external drives and the like, which provide indispensable help in

3 ENGELS-KRITIDIS, R. et al.: *Views of Contemporary Preschool and Primary Education in Bulgaria and Slovakia*. Brno : Paido, 2016, p. 25.

4 For more information, see: OSADAN, R., HANNA, R.: 21st Century Students in a Globalized Society. In *FINE Journal*, 2015, 2/2015.

5 DRIENSKY, D., HRMO, R.: *Materiálne didaktické prostriedky*. Bratislava : Slovak University of Technology in Bratislava, Department for engineering pedagogy and psychology, 2004, p. 10.

capturing, editing and storing research material.⁶ The term *audiovisual didactic equipment* can include devices ranging from a Dictaphone set to dynamic audiovisual projection equipment. This category includes film projectors, video projectors and various other devices. Audiovisual didactic equipment also includes television systems. Television systems capture, record and reproduce a television picture. They include video cameras, television receivers, monitors, editing machines and the like.⁷ The most crucial factor influencing the production of audiovisual and multimedia works, not only for didactic purposes but in general, is the identification of the specific target audience for a work. Cinema-goers, television viewers, viewers of a work on the internet or a group of students or pupils in a lesson all make up the audience that needs to be borne in mind from the very beginning of production of an audiovisual or multimedia work. The viewer is the ultimate judge of both form and content. It is frequently enough to have a non-specialist view of the topic or form of the production, identification with the content, an interest in the form or the comprehensible provision of information.

4 Audiovisual works, their form and content for educational purposes

An audiovisual work is a work that consists of a series of related images which may be accompanied by sound but need not be (silent film), which can be viewed using technical equipment and which is intended for presentation to the public; the original of an audiovisual work is the first audiovisual recording of the work intended for presentation to the public. The main co-authors of the work are the principal director, the author of the screenplay, the author of the dialogue and the composer of music specifically created for use in the work. (Section 5(2) of Act No 618/2003) Audiovisual production can be divided into four main branches:

- film production (intended for showing in cinemas),
- television production, including the genres of news and current affairs, informative educational programmes, advertising, television drama, sports, music and theatre broadcasts and so on,

6 KOSTRUB, D.: *Základy kvalitatívnej metodológie: Ked' interpretované významy znamenajú viac ako vysoké čísla*. Bratislava : Comenius Univeristy, 2016, p. 90.

7 See: OBDRŽÁLEK, Z.: *Didaktika pre študentov učiteľstva základnej školy*. Bratislava : Vydavatelstvo UK, 2003.

- radio production, which is in many ways an antecedent of television production, including journalistic genres in audio form,
- other production, including home video, various forms of advertisement and promotional films, video tutorials and other works for other professional and recreational uses.⁸

Many film scholars and theoreticians have produced a variety of systems for classifying audiovisual works, which can be said to be based on three main groups: supergenres, major genres and basic genres. This system was developed pragmatically based on existing film works. The system is continuously in development because film production is itself continuously developing.⁹ After 1989, the production of films and audiovisual works began to be incorporated in the educational process in the social sciences. At present, the development of didactic techniques and ICT resources has enabled film to be a part of any subject.¹⁰ Within education, audiovisual works can be on the one hand didactic tools or resources, and on the other, a product that pupils and students produce under a teacher's instructions. Audiovisual productions and audiovisual technology are an integral part of teaching at various levels of education and often form a part of experiential learning, which is an exceptionally attractive area. Teachers can use film, video and multimedia to enrich and extend the traditional forms of teaching. There is a problem here of how the teacher should navigate in this area, how they should correctly grasp and exploit the opportunities offered by digital technologies for the production of audiovisual didactic aids, and also how they should correctly look at and understand visual works themselves, how they should evaluate and analyse works and offer appropriate content to pupils in the teaching process. Like all teaching aids, audiovisual and multimedia works must be well chosen and correctly presented. Only in this way can they benefit and educate students. Audiovisual aids are a basic type of teaching aid. They can be subdivided into audio aids, which are intended for listening; visual aids, which are static and replace the traditional writing and drawing on a blackboard; static audiovisual teaching aids, which provide information for both looking at and listening

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- 8 LABÍK, L.: *Strukturálna skladba v spravodajských a publicistických televíznych žánroch*. Bratislava : Academy of Performing Arts in Bratislava, 2013, p. 12.
- 9 LABÍK, L.: *Strukturálna skladba v spravodajských a publicistických televíznych žánroch*. Bratislava : Academy of Performing Arts in Bratislava, 2013, p. 15.
- 10 BAČOVÁ, D., ONDRUŠKOVÁ, M.: *Edukačné média a ich využívanie v spoločenskovedných predmetoch v základnej a strednej škole*. Bratislava : Methodological and Pedagogical Centre in Bratislava, 2015, p. 23.

to; kinetic audiovisual teaching aids are used to capture and reproduce movement and sound in space and time.¹¹

5 The process for producing an audiovisual work for use as a didactic aid

Every audiovisual work is ultimately intended to be watched by viewers. This goal must be borne in mind from the first steps in its production, when the writer gives shape to its main idea or aim. Audiovisual works that are intended to communicate specific information and serve as a didactic aid must have specific characteristics. In the first place, it is necessary to bear in mind the age of the audience, their media literacy and the resulting effect that is envisaged. Here it must be emphasised that a didactic aid in the form of an audiovisual work must be created by an experienced creator-teacher. A teacher's actual experience in audiovisual production is welcome, even vital. It is useful to have knowledge of every stage in the production of audiovisual and multimedia works, including both the preparation of content and successful handling of the no less important formal aspects that ensure that all technical conditions satisfy the required quality levels. It is a major defect if a work fails to meet the required quality standard and as a result its idea is incomprehensible. A very welcome recent development is that teachers are making strenuous efforts to acquire knowledge and experience of producing modern didactic aids through self-study and continuing education.

The making of an audiovisual work is divided into four phases. The first is literary preparation – the development of the audiovisual work; the second stage is the work's implementation or production; the third stage is post-production to complete the work; and the fourth stage, which is also very important, is distribution, in which the work is delivered to its target audience. The first phase involves the planning and elaboration of the literary documents that the audiovisual work will be based on. These include the pitch, the synopsis, the script (in various forms) and sometimes also a storyboard. The pitch is a brief outline of the story of the future film. It is a preliminary phase of the literary work, in which the author outlines a situation, event or a fragment of a situation or

11 DRIENSKY, D., HRMO, R.: *Materiálne didaktické prostriedky*. Bratislava : Slovak University of Technology in Bratislava, Department for engineering pedagogy and psychology, 2004, p. 11.

event. It sets out the basic story (topic and idea) in the logical order of events. A pitch is usually a very simple description of the plot and lays the foundation of a film story.¹² Its length depends on the length of the eventual work. For a short film, half a page is enough; a medium length film may be a page long and a long film could have up to three pages of text. The pitch must be to the point without unnecessary details. A synopsis is a more fleshed out version of a pitch. The synopsis is usually the second step in developing a film script. It sets out general concept of the future film and its genre. It adds more detail to the story including the sequence of events and descriptions of the main characters. Although it specifies the concept and detailed story of the film, it does not describe individual scenes or dialogues. It does not usually include extensive dialogue, and fragments of dialogue are not situated in specific scenes. The usual length is 10 to 15 pages.¹³

Script. In general, a script is a specific scheme for an event or work. In the arts, a script is a type of literary work produced as part of the preparation of a future work. It is used in film, in television and in theatre. A similar format to a television, film or theatre script is also used in the development of multimedia works, and can also be referred to as a screenplay. The script is based on the idea and the pitch and should implement the director's vision without deviating from the main concept of the work. The script of an audiovisual work is written by a screenwriter together with the author of the idea, if not the same. They must consult with the director, the editor and the camera operator. Scripts can take several forms. Depending on the envisaged form of the work, it can be a film, television, theatre or radio script; it can be presented as a bulleted script, a literary script or a technical script. A storyboard is a graphic organiser, a pictorial version of a technical script showing drawings or photographs of scenes. It is very important that every step of this initial phase provide a precise and fitting description of the visual aspects of the planned audiovisual work. The crucial question that writers must ask continuously is "What does the viewer see?" Solutions must be found for presenting information to viewers of the audiovisual work in a comprehensible way, for expressing ideas through images and for taking advantages of shortcuts during production while providing viewers with a comprehensible work. Not least important is to decide how to fit

12 *Slovník pojmov*. [online]. [2016-09-23]. Available at: <<http://www.avf.sk/faq/dictionary.aspx>>.

13 *Slovník pojmov*. [online]. [2016-09-23]. Available at: <<http://www.avf.sk/faq/dictionary.aspx>>.

into the set length of the work a complex audiovisual teaching aid that is comprehensible for viewers – in this case, pupils. It is essential to answer this question during the preparation/development phase of the audiovisual didactic aid.

The production stage is the stage in which material content for the audiovisual work is created. Production also comprises several stages and in a professional environment it involves a large number of co-authors and workers in a production crew. If a single author wants to produce a didactic aid, they must carry out many functions themselves. The production of an audiovisual work can be divided into recording visual material and recording audio material for the work. Recording visual material means recording or capturing shots onto a recording medium in accordance with the script. Analogue or digital recording media can be used. Audiovisual works can be recorded using various types of cameras, from small, simple, hand-held cameras intended for amateur cinematography to professional film cameras, or other equipment that is able to record pictures over time. The person with most responsibility at this stage of the work is the camera operator, but they must cooperate with the director and precisely follow the script. Sound is also recorded during filming. This sound recorded on set during filming is referred to as contact sound. Such sounds include dialogue, monologues, the commentary of the actors or protagonists and various noises that objects or actors make on set such as footsteps, vehicle noises and so on. The same principles apply to the recording of sound as to images. Any recording medium can be used either directly on the camera or via additional equipment such as a Dictaphone. In order to achieve the desired visual result, it is important to have at least a basic knowledge of scene composition, camera angles and their scope. It is also useful to understand the ways of working with light and how it can be used to create atmosphere. As in the preparation phase, the author or the person responsible for the composition of the scene must continuously ask “What does the viewer see?”. The whole picture needs to be considered and it is necessary to ensure that it includes only what is needed and what belongs there. Knowledge of photography is useful here. When making the sound, it is necessary to think about its quality and how to avoid distractions. Equipment for recording sound and pictures is easily accessible not only in schools but in nearly every household.

The third phase in making an audiovisual work is post-production, in which the work receives its finished form. This step involves editing

the captured pictures and sounds into a complete work. Again, it involves the cooperation of several professions, especially the editor, the director and the author of the pitch. When making a didactic aid, it is desirable to incorporate appropriate effects that on the one hand make the work more attractive and on the other provide information that could not be presented otherwise. Editing audio and visual material involves synchronising sounds and pictures, putting the scenes of the story in order, rough cuts (clearing, removing extra filming before and after scenes), fine cuts, sound processing, sound production (post-synchronisation, recording music, recording commentary, sound effects etc.), sound mixing, visual effects, digital mastering (for professional productions) or the export of all the elements to one output format. Activities at this stage can be conducted using components that are freely available, for example as components of the Windows operating system, but if interested it is also possible to obtain professional software from firms such as Adobe.

The fourth stage in the making of an audiovisual work is its distribution. At this stage, the work is distributed to viewers or presented/shown to the public. This is the culmination and goal of all the work in three previous three stages. It can be said to be successful if it receives a favourable response from the audience. In the case of audiovisual or multimedia didactic aids, their effectiveness and value is judged by whether they communicate stories, phenomena and facts that could not be presented by other means and it is important that they surprise, stimulate and motivate their audience. To ensure that pupils are not a passive audience for audiovisual didactic aids, it is appropriate to incorporate tasks and exercises into lessons whereby they learn directly to work with film materials and production processes. The role of the teacher here is very important and they should be prepared to be a role model for pupils' healthy relationship to new media.

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FUTURE OF MEDIA INFLUENCE ON HUMAN CAPITAL MANAGEMENT

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ABSTRACT:

Our paper on future of media influence on the human capital management describes the changes expected in the digital age in both cases in business and personal life, too. Based on the secondary researches done by surveys of consulting sector all over the world, these insights can serve as a strategic roadmap to help people and organizations to not simply adapt, but to thrive in the emerging business environment.

KEY WORDS:

digital age, human capital management, new rules

Introduction

Digital has been a driving force of change across industries; and the transformation is accelerating – it took five years for Apple to transform the music industry while Uber and Airbnb profoundly reshaped the transportation and hospitality sectors in less than two years. One can measure the pace of digital disruption in months while it takes years for an organization and its people to fully embrace such fundamental changes in the way they operate. Change management is by far the most enduring bottleneck to digital transformation. While technology adoption continues to be top of mind in all digital things, we advocate in this point of view that fundamental changes in leadership and talent attributes are far more critical to successfully embark in the digital journey. The digital age is moving at such a fast pace that it is fundamentally transforming the way organizations operate, be it in the private or the public sector, and is requiring them to develop new ways of thinking about service delivery that influence the way operating models are designed. Hence the profound effects on the functions of the Human Resources (HR) departments in these organizations and their role in identifying new approaches to managing people.¹

1 *The changing role of people management in the digital age*. [online]. [2016-09-23]. Available at: <https://www2.deloitte.com/xe/en/pages/human-capital/articles/hc_changing-role-of-people-management-in-the-digital-era.html>.

Some authors propose that the world beyond the Fourth Revolution will be the age of long distance collaboration. In this age, manufacturing will represent only a very small share of the value creation system and will be subsidized, as agriculture is today. Value creation will be measured in a way very different from today's accounting rules. As a result, the accounting and financial system will be completely transformed. Instead of being resisted, environmental changes will be leaned into, and engineered. Organizations will stop being closed and exclusive. They will be networked, open to the world, fluid and operating in a turbulent succession of multiple short-term projects. The new leadership will be nomadic, international K.E.E.Ns – Knowledge Enhancing Exchanging Networkers. Leadership skills will be reinvented, with a new model, the 'mutual learning' leadership. Physical systems like energy systems will become decentralized. Democratic institutions will evolve significantly, from representative democracy to direct democracy. Retirement will be replaced by a new active life phase.² Only reality in the future will answer us how far away or close those predictions are. Age of forth industrial revolution stocks of the challenges ahead for business and HR leaders in a dramatically changing digital, economic, demographic, and social landscape. In an age of disruption, business and HR leaders are being pressed to rewrite the rules of strategic human resources management not only how they organize, recruit, develop, manage, but first of all how they engage the 21st-century workforce. This workforce is changing. It's more digital, more global, diverse, automation-savvy, and social media proficient. At the same time, business expectations, needs, and demands are evolving faster than ever before. We see it as an opportunity. An opportunity to reimagine HR, talent, and organizational practices. An opportunity to create platforms, processes, and tools that will continue to evolve and sustain their value over time. An opportunity to take the lead in what will likely be among the most significant changes to the workforce that we have seen.

Strategic human resources management is conceptual framework based on the approach to the development and implementation of human resources strategies that are integrated with business strategies and enable the organization to achieve its goals. It is a general notion of how integration between human resources and business strategies is achieved, the benefits of taking a longer-term view of where human resources should be going and how to get there. It is also about the

2 AVEROUS, J.: *The Fourth Revolution: How to Thrive Through the World's Transformation*. Singapore : Fourth Revolution Publishing, 2011, p. 354.

members of the human resources function, how they should adopt a strategic approach on a day-to-day basis. This means that they operate as part of management team, ensure that human resources activities support the achievement of business strategies on a continuous basis and are consciously concerned with seeing that their activities add value.

Methods

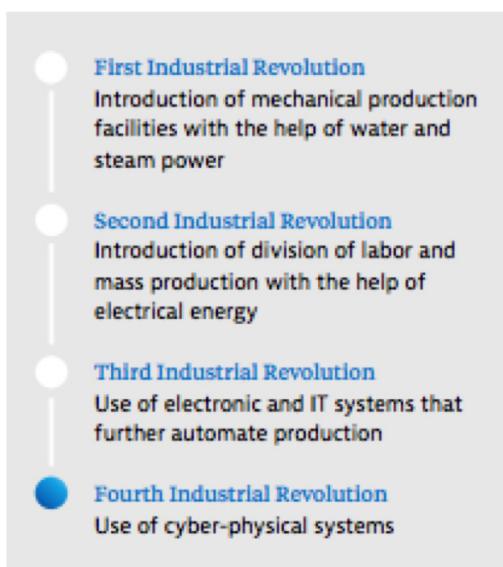
Methods used in the paper are derived from several consulting surveys. The Deloitte's Human Capital 2017 report began summer 2016 reaching out to hundreds of organizations, academics, and practitioners around the world leveraging research, analytics, and industry insights to help design and execute the human resources, talent, leadership, organization, and change programs that enable business performance through people performance. It includes a survey of more than 10,000 HR and business leaders across 140 countries. 22 % of respondents were from large companies (more than 10,000 employees), 29 % from medium-sized companies (1,000–10,000 employees), and 49 % from small companies (fewer than 1,000 employees). Respondents from the Americas accounted for 31 % of the total; Europe, Middle East, and Africa contributed 51 %, and Asia Pacific 18 %. Respondents represented a broad cross-section of industries, including financial services; consumer business; technology, media, and telecommunications; and manufacturing. 63 % of the respondents were HR professionals, with other business executives comprising 37 %. C-level executives accounted for 30 % (more than 3,100) of the respondents. The report reveals how leaders are turning to new organizational models that highlight the networked nature of today's world of work; innovation-based HR platforms; learning and career programs driven by social and cognitive technologies; and employee experience strategies that put the workforce at the centre. The report closes with a discussion of the future of work amid the changes being driven by advances in automation and an expanded definition of the workforce. The PricewaterhouseCoopers report surveyed over 2,000 participants from companies in nine major industrial sectors and 26 countries, it goes to the heart of company thinking on the progress towards transforming into a digital enterprise.

Results

1 Fourth Industrial Revolution or Big Shift

A lot of positive hype has built up around Industry 4.0 over the last few years, creating awareness of the topic within many companies and contributing significantly to the rejuvenation of “good old industry” in the public mind. In its aftermath, industry leaders remain optimistic overall, but a degree of disillusionment has also crept in as the actual implementation results so far are mixed. On the one hand, we still see high uncertainty among manufacturers regarding what implementing Industry 4.0 really requires of them – and many are still struggling to even get started. On the other hand, most technology suppliers have moved relatively fast in adjusting their portfolios towards Industry 4.0.³ The key promise of the Industry 4.0 concept is as striking as it is fascinating: we are about to witness a new industrial revolution, fuelled by the advancement of digital technologies. The fusion of the physical and the virtual world into cyber physical systems will have a disruptive impact on every business domain of all kinds of industry. Three years after the advent of Industry 4.0 as a concept it has now developed into a true hype in the industry. Hardly any conference, think-tank or exhibition escapes the gravitational pull caused by the promise of a new industrial revolution. The historical sequence of all three previous revolutions is pictured as followed:

3 *Model Factories Brochure*. [online]. [2016-09-23]. Available at: <https://capability-center.mckinsey.com/files/downloads/2016/digital4.0modelfactoriesbrochure_0.pdf>.

From Industry 1.0 to INDUSTRIE 4.0**Picture 1: Historical sequence of previous revolutions**

Source: Model Factories Brochure. [online]. [2016-09-23]. Available at: <https://capability-center.mckinsey.com/files/downloads/2016/digital4.0modelfactoriesbrochure_0.pdf>.

Today the mass media constantly refers to the ‘digital revolution’, the ‘knowledge revolution’ or other such concepts. In fact, the Fourth Revolution is related to a single technological breakthrough: cheap long distance, interactive communication. And because of this technological development, a Fundamental Revolution is deemed to happen, because it fundamentally increases the collective cognitive capability of humankind in a manner never possible before. In retrospect, each of the previous Fundamental Revolutions corresponds to the development of a technique which greatly enhanced the collective cognitive capability of humankind, by enhancing humankind’s communication capabilities. It is not just about each individual’s cognitive capacity: it is about the addition of the cognitive capacity of humankind as a whole, and how to make the group’s collective capability significantly enhance the individual’s capability.

The First Revolution, which made humankind emerge from the darkness, was brought about by speech, a technique that allows the exchange at short range of complex information in a reciprocal manner. Speech is also a fundamental tool for creativity. The Second Revolution, where humankind settled as farmers with agriculture as the main value production system, was brought about by the invention of writing. Writing allows the transmitting of valuable information beyond geographical distance and time, allowing one to compound the wisdom of ages. Scholars could now benefit from the discoveries of other scholars in distant lands and times. Humankind could benefit from the old books of wisdom which often became a basis of religious belief. The Third Revolution is also often called the Industrial Revolution, because the new dominant value production system was manufacturing. But it is not the revolution of industry. In reality, it is the necessary consequence of the invention of broadcasting. Broadcasting is the capability to communicate ideas cheaply over long distances and times, one way. The first Broadcasting technique is mobile-font printing, which appeared in Europe at the end of the 15th century. It changed the collective cognitive capability of humankind by making information available in a much cheaper and broader manner than ever before. Literacy rates soon soared and the world changed, because a lot more people were able to refer easily to a lot more ideas and knowledge. Decisive inventions were discovered by individuals that were not part of the dominating and educated social elite. Technology developed and ultimately, the revolution ignited, based on a significant change of the value production system, of the social elite, and of society as a whole.

While Broadcasting efficiency further developed with the invention of the motion picture, radio and television, these techniques only remained one-way long distance communication. Two-way long distance communication remained scarce, slow and not really interactive. Public postal service developed in the early 19th century. The fact that the postal services were always at the forefront of the progress of transportation technology, to shorten transportation time, is testimony to the constant importance of two-way mutual communication for humans. The telegraph after the second half of the 19th century significantly improved the speed of long distance communication but due to its technical limitations, it was not interactive at all for normal users. Telephone developed from the 1870s onwards, but only allowed affordable two-way communication on a local basis until the 1960s. Actually, it is only recently, with the advent of cheap long distance communication tools, that practical, affordable long distance, two-way real time interactive communication is available.

This is an unprecedented change and we are yet to understand fully its implications. The Fourth Revolution is caused by an unprecedented capability to interact in real time with other individuals situated physically in any corner of the world. Digital technology is only the underlying technology that supports today's communication infrastructure. Digital technology does not create the Revolution in itself, being simply a useful form of data storage and transmission. Data does not increase cognitive capability by itself. Cognitive capability is created by the unprecedented density and frequency of long distance interactions between humans.

The value created by social networks and the Internet is clearly related to the fact that it allows individuals to interact and contribute over long distances and over time in an unprecedented way. Today, for free, we can interact with distant relatives and colleagues over video using Skype or its equivalent. The value created by these tools is tremendous. It is much higher than what is recognized by our usual value measurement system rooted in the industrial age accounting system, based on capital and money. Knowledge and insights from distant lands is now available, and it is not uncommon today to see researchers from some far away and unknown research center in India respond successfully to challenges posed by American multinationals.

2 The 10 Human Capital Trends⁴

The current uneasiness with the pace of technological change is not new. The 1980s, for instance, saw a rapid rise in computing power that resulted in automated teller machines, online systems, and the IT industry's rapid growth. The world adapted well as people gained new skills and new jobs. Today, a new set of digital business and working skills is needed. Companies should focus more heavily on career strategies, talent mobility, and organizational ecosystems⁵ and networks to facilitate both individual and organizational reinvention. The problem is not simply one of "reskilling" or planning new and better careers. Instead, organizations

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- 4 BERSIN, J.: 2017 *Global Human Capital Trends*. [online]. [2016-09-23]. Available at: <<http://www.bersin.com//uploadedFiles/2017-global-human-capital-trends-v2.pdf?aliId=99844546>>.
 - 5 ZÁLEŽÁKOVÁ, E.: Spoločenská zodpovednosť: Významný trend v manažmente. In *Moderné trendy v manažmente a ich uplatňovanie v podnikoch na Slovensku. Conference Proceedings*. Bratislava : Vydavateľstvo Ekonóm, 2016, p. 99-107.

must look at leadership, structures, diversity, technology, and the overall employee experience in new and exciting ways. The organizations will need to close the gap between the pace of change and the challenges of work and talent management (figure 1).

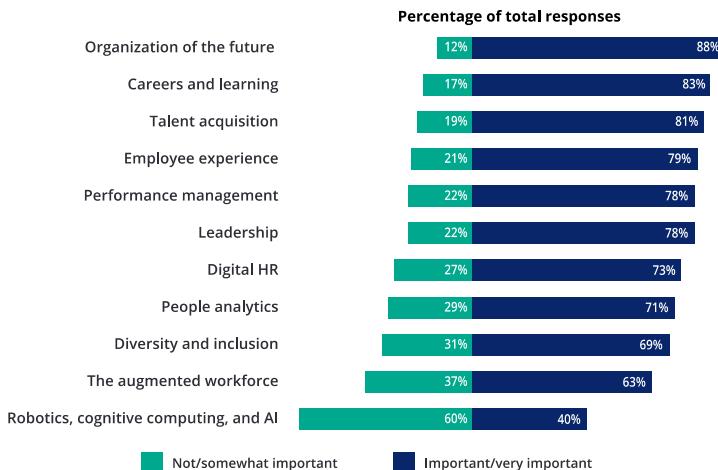


Figure 1: 2017 trends in HR by importance

Source: Dupress Deloitte. [online]. [2016-09-23]. Available at: <www.dupress.deloitte.com>.

The problem, illustrated in figure 2, is the ever-increasing gap between technological sophistication and the amount of work actually performed. The result is income inequality, wage stagnation, and social and political unrest around the world. Companies with low productivity now lose quickly to competitors, as most stock market valuations are driven by IP and services, not by physical or capital goods. What causes this gap? We believe the problem comes down to human capital strategies—how businesses organize, manage, develop, and align people at work.

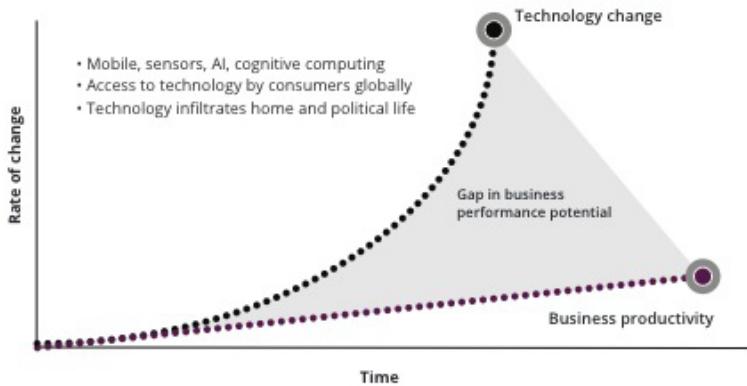


Figure 2: What “appears” to be happening

Source: Dupress Deloitte. [online]. [2016-09-23]. Available at: <www.dupress.deloitte.com>.

In figure 3, curve 1 illustrates the exponential rate of technological change. More than 50 years after the formulation of Moore's law—which holds that computing power doubles in capability every 18 to 24 months—mobile devices, sensors, AI, and robotics affect our lives more quickly and more pervasively than ever before. Curve 2 posits that individuals are relatively quick and adept at adopting new innovations. Deloitte research, for example, finds that US citizens now look at their mobile phones 8 billion times a day, forcing industries such as media, retail, transportation, and even restaurants to build digital products and services to capture individuals' time and attention. As shown in curve 3, however, while individuals adapt to technology relatively rapidly, businesses and organizations move at a slower pace. The business practices of corporate planning, organizational structure, job design, goal setting, and management were largely developed in the (first) industrial age, and companies must constantly revise them to keep up. The gaps between curves 1, 2, and 3 show the need for organizations to adapt to technology and lifestyle changes. They are a major focus of the 2017 trends in human capital management. Finally, curve 4 represents public policy, including policies around income inequality, unemployment, immigration, and trade.

These issues, which directly affect businesses through regulation, taxes, and legislation, adapt at an even slower pace. Laws and policies on topics such as minimum wage, trade tariffs, immigration, and education only

shift after years of public debate. The gap between public policy and the other three domains results in imbalances and challenges for business and HR leaders. Understanding these four curves, and the growing gaps among technology, individuals, businesses, and public policy, is now essential to effectively navigating the world of human capital. HR has a unique role to play: It can help leaders and organizations adapt to technology, help people adapt to new models of work and careers, and help the company as a whole adapt to and encourage changes in society, regulation, and public policy.⁶

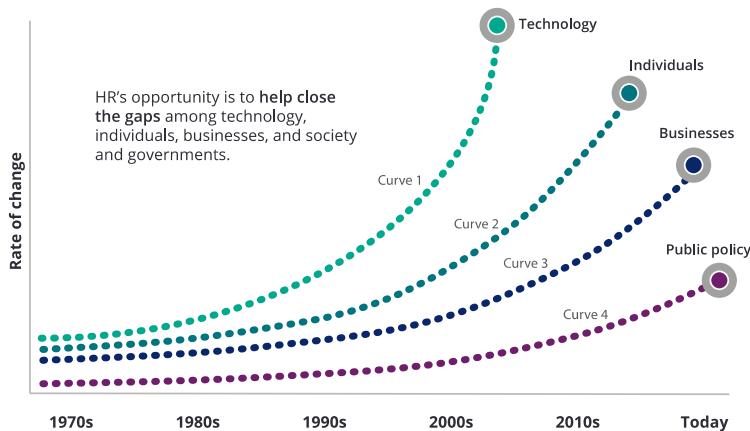


Figure 3: What is “really” happening

Source: Dupress Deloitte. [online]. [2016-09-23]. Available at: <www.dupress.deloitte.com>.

2.1 Trend 1: The Organization of the Future: Arriving Now

The executives identified building the organization of the future as the most important challenge for 2017. Nearly 60 % of respondents rated this problem as very important, and 90 % rated it as important or very important. This level of interest signals a shift from designing the new organization to actively building organizational ecosystems and networks. Agility plays a central role in the organization of the future,

⁶ TARIŠKOVÁ, N.: Human Resources Management Program and Humanistic and Creative Educational Concept. In *Managing and Developing Human Resources 2015: The Academic Bridge to HRM Practice. International Scientific Seminar*. Bratislava, Frankfurt am Main : Neowitz – Europäischer Wissenschaftsverlag, 2016, p. 137-153.

as companies race to replace structural hierarchies⁷ with networks of teams empowered to take action. High-performing organizations operate as empowered networks, coordinated through culture, information systems, and talent mobility. Companies are focused on redesigning the organization itself, with nearly half actively studying and developing new models. And many organizations are not only designing but also building this new organization. As networks and ecosystems replace organizational hierarchies, the traditional question “For whom do you work?” has been replaced by “With whom do you work?”

As organizations make this transition, they find that smaller teams are a natural way for humans to work. Research shows that we spend two orders of magnitude more time with people near our desk than with those more than 50 meters away. Whatever a hierarchical organization chart says, real, day-to-day work gets done in networks. This is why the organization of the future is a “network of teams” (see figure 4). Top companies are built around systems that encourage teams and individuals to meet each other, share information transparently, and move from team to team depending on the issue to be addressed. Different networks can have different specialties, such as innovation or getting to market quickly, but the principle is the same. For a company to stay agile, teams must be formed and disbanded quickly. High-performing companies today may build a “digital customer experience” group, select individuals for the team, and ask them to design and build a new product or service in a year or two. Afterward, the team disperses as team members move on to new projects. This ability to move between teams without risk is a critical attribute of today’s high-performing companies.

7 For more information, see: SKORKOVÁ, Z.: *Organizovanie: Prípadové štúdie*. Bratislava : Vydavatelstvo Ekonóm, 2016.

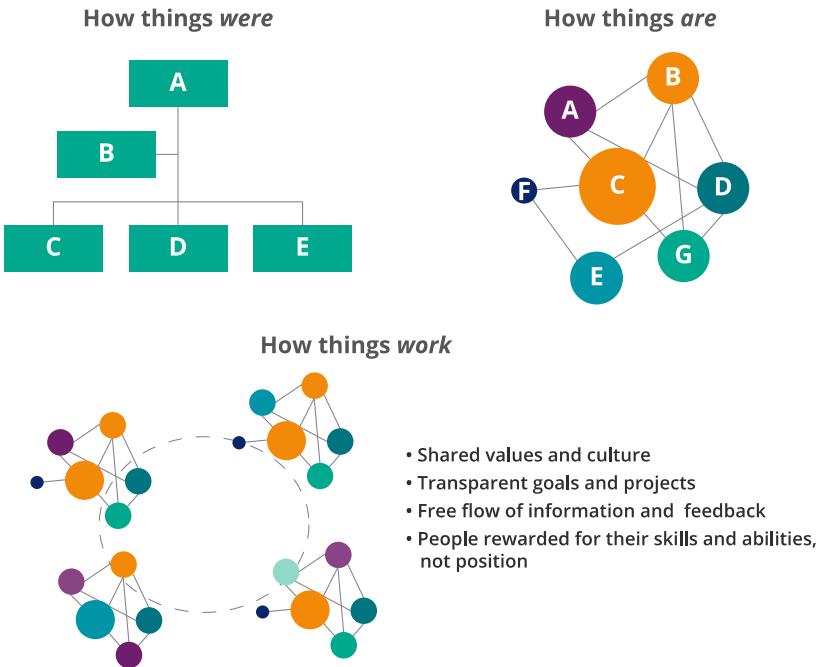


Figure 4: A network of teams

Source: Dupress Deloitte. [online]. [2016-09-23]. Available at: <www.dupress.deloitte.com>.

2.2 Trend 2 – Careers and Learning: real time, all the time

The concept of a “career” is being shaken to its core, driving companies toward “always-on” learning experiences that allow employees to build skills quickly, easily, and on their own terms. Careers and learning rose to second place in rated importance of the survey, with 83 % of executives identifying these issues as important or very important. At leading companies, HR organizations are helping employees grow and thrive as they adopt the radical concept of a career described in *The 100-Year Life*.⁸ New learning models both challenge the idea of a static career and reflect the declining half-life of skills critical to the 21st-century organization. Real time all the time is visible on length of career (60-70 years), average tenure in a job (4,5 years), half life of a learned skill (5

8 See: GRATTON, L., SCOTT, A.: *The 100-Year Life: Living and Working in an Age of Longevity*. New York, London : Bloomsbury, 2016.

years) and obtaining certificates in many ways not only universities and accredited institutions.

2.3 Trend 3 – Talent Acquisition: enter the cognitive recruiter⁹

As jobs and skills change, finding and recruiting the right people become more important than ever. Talent acquisition is now the third-most-important challenge that companies face, with 81 % of respondents calling it important or very important. Finding and recruiting the right people become more important than ever. Talent acquisition highlights how leading organizations use social networking, analytics, and cognitive tools to find people in new ways, attract them through a global brand, and determine who will best fit the job, team, and company. A new breed of cognitive technologies is radically transforming recruiting, which stands at the early stages of a revolution. Technology platforms that manage sourcing, video interviewing, gaming/gamification, onboarding.

2.4 Trend 4 – The Employee Experience: Culture, Engagement, And Beyond

Culture and engagement are vital parts of the employee experience, and leading organizations are broadening their focus to include a person's first contact with a potential employer through retirement and beyond. Today, companies are looking at employee journeys, studying the needs of their workforce, and using net promoter scores to understand the employee experience. Workplace redesign, wellbeing, and work productivity systems are all becoming part of the mandate for HR. Workplace redesign, well-being and work productivity systems are all becoming part of the mandate for HR. Not annual engagement surveys but employee experience is defined as a holistic view of life at work, requiring constant feedback, action and monitoring. Ongoing communications including mobile apps that support and inspire employees.

2.5 Trend 5 – Performance Management: Play a Winning Hand

For the last five years, companies have been experimenting with new performance management approaches that emphasize continuous

9 SKORKOVÁ, Z.: Talent Management: Theoretical Approaches to the Definition of Talent. In *EDAMBA 2014: Proceedings of the international scientific conference for doctoral students and young researchers*. Bratislava : Vydavateľstvo Ekonóm, 2014, p. 510-518.

feedback and coaching, reducing the focus on appraisal. This year, companies are moving beyond experimentation to deploy new models on a wide scale. Even though HR technology tools have not quite caught up, new approaches to performance management are working, and they are increasing productivity and changing corporate culture. Open, collaborative process, goals made public and transparent with increased focus on team achievement. Employees rated on a qualitative scale, rankings considered, not forced.

2.6 Trend 6 – Leadership Disrupted: Pushing the Boundaries

As companies transform and digital organizational models emerge, leadership needs change as well. Eighty percent of respondents say that leadership is an important issue, and 42 percent call it very important. Organizations are clamoring for more agile, diverse, and younger leaders, as well as new leadership models that capture the “digital way” to run businesses.¹⁰ While the leadership development industry continues to struggle, companies are pushing the boundaries of their traditional leadership hierarchies, empowering a new breed of leaders who can thrive in a rapidly changing network. Leaders are assessed early in their careers for agility, creativity, and ability to lead and connect teams (project management skills).¹¹ Leaders are assessed and developed based on thinking patterns and problem solving ability more than behavior and style. Leadership is considered a role that all play, everyone has opportunities to become a leader. Leaders are assessed and trained to understand unconscious bias, inclusion and diversity in their role.¹²

2.7 Trend 7 – Digital Hr: Platforms, People, and Work

As the enterprise as a whole becomes digital, HR must become a leader in the digital organization. This means going beyond digitizing HR platforms to developing digital workplaces and digital workforces, and

10 LJUDVIGOVÁ, I.: Rôzne pohľady na efektívnosť tímov a tímovej práce. In *Manažment podnikania a vecí verejných: Vedecko-odborný časopis*, 2016, Vol. 11, No. 3, p. 1-5.

11 For more information, see: PROCHÁZKOVÁ, K., REMEŇOVÁ, K.: *Rozhodovanie manažérov a ich vodcovský potenciál*. Bratislava : Vydatel'stvo Ekonóm, 2014.

12 LJUDVIGOVÁ, I.: Vplyv extroverzie a introverzie na vodcovstvo. In *Manažment podnikania a vecí verejných: Vedecko-odborný časopis*, 2016, Vol. 11, No. 2, p. 1-7.

to deploying technology that changes how people work and the way they relate to each other at work. Fortunately, the path to digital HR is becoming clearer, with expanded options, new platforms, and a wide variety of tools to build the 21st-century digital organization, workforce, and workplace. HR departments focus on optimizing employee productivity, engagement, teamwork and career growth.

2.8 Trend 8 – People Analytics: Recalculating the Route

Data about people at work has become more important than ever, but the focus of people analytics has changed. Formerly a technical discipline owned by data specialists, people analytics is now a business discipline, supporting everything from operations and management to talent acquisition and financial performance. Readiness to capitalize on people analytics remains a challenge, however. Only 8 % of organizations report they have usable data, while only 9 % believe they have a good understanding of the talent factors that drive performance. The people analytics team moves beyond engagement to understand the detailed drivers of engagement and builds culture models to understand what drives the workforce (not only measure data, happiness and culture, etc.).

2.9 Trend 9 – Diversity and Inclusion: The Reality Gap

Fairness, equity, and inclusion are now CEO-level.¹³ We believe that the HR function is in the middle of a significant identity change. Not only do HR organizations need to structure themselves for service delivery efficiency and excellence in talent programs, but they must now also focus on the employee experience, employee productivity, and the entire realm of work, job, and structural design.¹⁴ The new rules provide a mandate for many HR organizations to reorient themselves and focus their people on the changing human capital issues their companies face. Issues around diversity and inclusion continue to be frustrating and

13 REMEŇOVÁ, K., SZABO, L.: Kompetentnosť manažéra a jeho štýl rozhodovania. In *Krízový manažment podniku. Conference Proceedings*. Bratislava : Vydavateľstvo Ekonom, 2013, p. 61-68.

14 TARIŠKOVÁ, N.: Perspektívny kvalitatívnych ukazovateľov v modeloch merania výkonnosti podniku. In *Flexibilita pracovnej sily ako záruka istoty pre pracovníka a organizáciu v kontexte Lisabonskej stratégie 2020 a stratégie Európa 2020. Conference Proceedings*. Bratislava : Vydavateľstvo Ekonom, 2015, p. 34-42.

challenging for many organizations. Executives can no longer abdicate diversity strategies to the CHRO or Chief Diversity Officer. New focus on accountability, data, transparency, and diversity through process is driving efforts around unconscious bias training and education throughout the business community, but reality is a gap – it is frustrating and challenging for many organizations.¹⁵

2.10 Trend 10 – The Future of Work: The Augmented Workforce

Robotics, artificial intelligence, sensors, and cognitive computing have gone mainstream, along with the open talent economy. Companies can no longer consider their workforce to be only the employees on their balance sheet, but must include freelancers, “gig economy” workers, and crowds. These on- and off-balance sheet workers are being augmented with machines and software. Together, these trends will result in the redesign of almost every job, as well as a new way of thinking about workforce planning and the nature of work. Jobs and tasks are redesigned to use more essential human skills, and are augmented by technology (augmentation).¹⁶ Projects, assignments, and tours of duty are building blocks for work, careers are portfolios of projects and experiences. HR has a strategic role to facilitate and orchestrate the redesign of jobs and train the augmented workforce. Change is already taking place: 41 % of our respondents have either fully implemented or made significant process in adopting cognitive and artificial intelligence technologies, and another 35 % report pilot programs.

3 Discussion

Survey respondents say that their biggest implementation challenge isn't the right technology, it's a lack of digital culture and skills in their organisation. This finding is also consistent with Digital IQ research, which for nine years has explored how organisations across industries can derive value from digital investments. Digital IQ emphasises that while investing in the right technologies is important, ultimately success or failure will depend not on specific sensors, algorithms or analytics

15 REMEŇOVÁ, K.: Medzinárodný manažment a medzinárodné podnikanie: Vybrané kapitoly. In *Ekonomické spektrum*, 2013, Vol. 8, No. 4, p. 69-70.

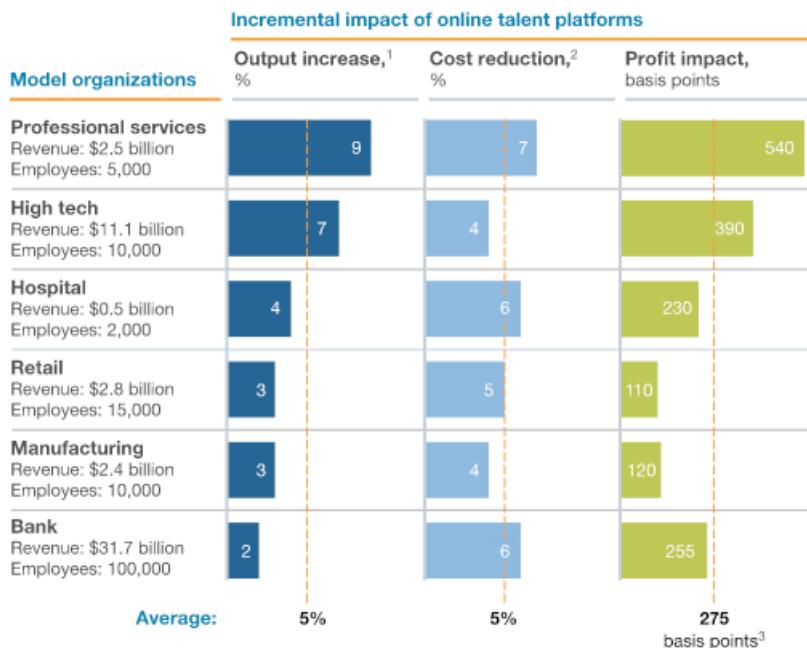
16 PROCHÁZKOVÁ, K.: *Analyza podnikateľských modelov vybraných podnikov*. [online]. [2016-09-23]. Available at: <<ftp://193.87.31.84/0208621/> analyza-podnikatelskych-modelov-vybranych-podnikov.pdf>.

programmes, but on a broader range of people-focused factors. Industrial companies need to develop a robust digital culture and to make sure change is driven by clear leadership from the C-suite. They'll also need to attract, retain, and train digital natives and other employees who are comfortable working in a dynamic ecosystem environment.

There is the time of new game and new rules. The game has changed, and so have the rules. In 2017 Global Human Capital Trends report highlighting the shift from old rules, which dominated past thinking about how to run an organization, to a set of new rules, which define how leading companies now think and operate (figure 5). These new rules reflect not only insights from survey, but also work with companies around the world that are setting the bar for performance in today's global economy.¹⁷ They are the result of years of thought and practice, as well as observations of leading companies in every industry, geography, and size.

17 PRAVDOVÁ, H.: Kultúrna politika a kríza médiá verejnej služby. In *Medzinárodné vzťahy 2011: Aktuálne otázky svetovej ekonomiky a politiky. Conference Proceedings*. Bratislava : Vydavateľstvo Ekonóm, 2011, p. 871-878.

Using online talent platforms can increase revenues by up to 9 percent and reduce costs by up to 7 percent.



¹Includes productivity gains in front- and middle-office workers. These can translate into revenue or other increased-output opportunities.

²Includes productivity effect for middle- and back-office workers and savings in recruiting, interviewing time, training, onboarding, and attrition costs.

³Figures do not calculate to average, because of rounding.

McKinsey&Company | Source: Bureau of Labor Statistics; company annual reports; McKinsey

Figure 5: How to run business on new rules

Source: Bureau of Labour Statistics, company annual reports, McKinsey. [online]. [2016-09-23]. Available at: <<http://www.mckinsey.com/business-functions/operations/our-insights/industry-40-looking-beyond-the-initial-hype>>.

Understanding the causes and symptoms of the Fourth Revolution can help us to determine which are the behaviors and actions which we can all take to make the most of the events that will be unleashed in the next decades. Established institutions and elites will probably crumble and disappear.¹⁸ A new leading community will appear which will ultimately

18 SLUŠNÁ, Z.: Kultúrna rozmanitosť v dnešnej Európe. In *Medzikultúrny*

decide which way the world will go so we can become part of the leading community to build a world that will be better for our children. Practicing daily leadership and develop a good understanding of the upcoming and oncoming world so that you can help accelerate the transition and make it smoother. Become a leader to work for and avoid the crises always associated with the consequences of Revolutions becoming catastrophic, bloody and creating too much pain. As for leadership qualities, below are some that are particular to the digital environment, even if they overlap with traditional leadership characteristics as defined by Ken Blanchard, Stephen Covey and other management gurus:

- 1. Adaptability:** flexible and adaptable, giving people freedom to innovate and allowing for individual styles and preferences of working. HR plays an important role in enabling digital leaders in the organization and equipping them with the required essential skills and furthering their leadership characteristics.
- Organizations should also offer employees opportunities to make an impact during the digital transformation and reward them for it.
- 2. Tolerance:** Encourage experimentation and the development of ideas.
- 3. Mobility:** Champion the use of digital tools and media, and enable flexible and contingent working hours.
- 4. Leadership** at all levels: Provide a degree of direction to employees by removing barriers to progress and enable them to succeed.
- 5. Collaboration:** Bring together different parties and people to leverage varied and diverse skill sets for collaboration and problem solving.
- 6. Decision-making:** Be able to make quick, analytics based decisions. Develop the right team in place to deliver key insights when needed.
- 7. Communication:** Be highly visible, accessible and communicate frequently with colleagues across grades and levels.
- 8.Feedback:** Provide real-time feedback and reward individual and team achievements.

The value production system of the collaborative age will be the creativity and contribution of long distance networks of individuals. Measuring this value creation with the current value measurement systems – accounting and financial – is useless. This is because the value created will have many more components than just the monetary component. We are today already at a loss to integrate in a consistent manner the environmental and social impact of corporations. Our value measurement system needs to be overhauled, or we run the risk of being blind to the actual value produced for individuals by long distance networks. Digital ecosystems and broad use of data also raises important issues around cyber security.

dialog: Nástroj stability a rozvoja európskeho priestoru. Conference Proceedings. Bratislava : Vydavatelstvo Ekonóm, 2009, p. 146-153.

More touch points where data is collected and exchanged also means more potential points of entry or an attacker. Our survey respondents flagged a wide range of concerns around data security, with operational interruption from cyber security breaches at the top of their list (see Figure 9). Other issues like liability risks, non-authorised access to data and damage to company reputation are on the radar too. There's some good news though. Many of our survey respondents are confident that they've made strong progress here- just 25% rate unresolved questions around data security and data privacy as one of the top 3 challenges that are slowing down their Industry 4.0 efforts.

To make sure that stays on track, many companies will need to make building and maintaining digital trust a priority. For example, as companies move towards operating increasingly in ecosystems, it will be important to integrate a whole range of technical domains into the system. These include managing organizational functions and transactions, controlling automation assets and supporting the creation and delivery of products and services, in some cases focused towards end-users. Making security, an integral part of all systems and processes, can help deter attacks and speed up response time if they do happen. Third-party assurance is also an important way to confirm that systems are robust and strengthen the trust of ecosystem participants in any platform's integrity. Also important will be working together with ecosystem partners; with possible points of attack spread out throughout the ecosystem, responsibility needs to be shared broadly. Digital trust is a complicated issue, but it's based on three pillars: transparency, legitimacy and effectiveness. In other research, there has been found ten issues which center around the ethics and control of data access and use, interaction through the internet, digital risk resilience and value-creation in the digital age⁴. The emergent and interconnected nature of these issues – and the regulatory response to them – highlight the challenges organizations face. Industrial companies will need to stay focused to meet them.

Conclusion

Our paper reflects seismic changes in the world of business, but also our personal life. This new era, often called the Fourth Industrial Revolution, or the Big Shift, has fundamentally transformed business, the broader economy, and society. Organizations face a radically shifting context for the workforce, the workplace, and the world of work. These shifts have

changed the rules for nearly every organizational people practice, from learning to management to the definition of work itself. All business leaders have experienced these shifts, for good or for ill, in both their business and personal lives. Rapid change is not limited to technology, but encompasses society and demographics as well. Business and HR leaders can no longer continue to operate according to old paradigms. They must now embrace new ways of thinking about their companies, their talent, and their role in global social issues.¹⁹ These ways reflect the shifts in mind-set and behaviour that we believe are required to lead, organize, motivate, manage, and engage the 21st-century workforce. While it is hard to predict which emerging business practices will endure, it is impossible to ignore the need for change. This report is a call to action for HR and business leaders, who must understand the impact of change and develop new rules for people, work, and organizations.

Digital transformation is no longer a niche interest as it jumps out of the tech department and into the boardroom of leaders across industries, sectors and geographies. The current digital age is but a stepping-stone in the evolution of a world enabled by the exponential use of technology in the workplace. The digital age is moving at such a fast pace that it is fundamentally transforming the way organizations operate, be it in the private or the public sector, and is requiring them to develop new ways of thinking about service delivery that influence the way operating models are designed. Hence the profound effects on the functions of the Human Resources (HR) departments in these organizations and their role in identifying new approaches to managing people. Evidently, digital is impacting every industry and every organization.²⁰ That said, managing the digital transformation will affect which organizations will survive and which will not in the era of the digitization rush. Hence every pillar in an organization is expected to play its role to contribute to a successful journey. This point of view provides a step-by-step approach to enable organizations from the inside to cope with the digital transformation. However, agility and scalability are keys as a state-of-the-art digital organization is one that continuously revamps its internal capabilities.

19 BEDNÁR, R.: Potenciál inkubovaných startupov. In *Stratégie a podnikateľské modely v postindustriálnej ére podnikania II. Conference Proceedings*. Bratislava : Vydavateľstvo Ekonom, 2014, p. 43-63.

20 BEDNÁR, R., SLÁVIK, Š.: Innovation space of the business models. In *Scientific annals of the "Alexandru Ioan Cuza"*, 2015, Vol. 62, No. 1, p. 63-84. [online]. [2016-09-23]. Available at: <<ftp://193.87.31.84/0200036/153-906-2-PB.pdf>>.

HR functions have a vital and critical responsibility to lead the change and translate strategic objectives into competencies that are constantly revived to keep up with business challenges and market trends.

We can be optimistic about what the world will be ultimately after the Fourth Revolution. It will be a place of significantly more opportunity, and improved social life. We are the generation of the Fourth Revolution, the shapers of the new world, the decision-makers of how the transition will happen. We live in times of great changes. During the transition possible significant improvement of life conditions for most of humankind could also happen. The Fourth Revolution, the changes of the world, will be how we change ourselves internally. The harmony of our own self, and the harmony of our relationships and our view of the world, will be the key. There is great hope as new forms of self-awareness spread over the world and encounter great success as more and more people search for personal development.²¹ Or we can choose to stay away from the Fourth Revolution and stick to the system of one of the previous ages, indecisive, looking at the transformations of the world, and being a passive passenger. Today like never before, everybody can help to shape the world in a positive and constructive way. Everybody can contribute and participate. Our voices, our blogs, our internet sites, can ignite the change we want to see in the world.

Acknowledgement:

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MIGRATION CRISIS IN EUROPEAN UNION IN MAJOR WEB NEWS SERVICES IN POLAND

Wiktor Widera

ABSTRACT:

Mass media and their tools have become a permanent part of everyday life. The news services have the most visible impact also on the political market. Mass media views, depending on the context in which the issues related to migration are described, will shape the positive or negative image of the migrant, influence the image of the migrant ethnic group, and determine their position in the new society. The aim of the article is to give examples of media reports showing the phenomenon of migration in European Union countries, presented through the main information services using the Internet in Poland. The methodology of media content analysis was applied. The thorough analysis covered the period of six months. The research process revealed the variety of contexts presenting the phenomenon of migration at the main Polish news services: Onet.pl, Wp.pl and Interia.pl. Analysis also showed that huge migratory flows caused by military conflict generate serious threats to the stability of the European Union.

KEY WORDS:

European Union, Internet, migration, news article, news service, refugees

1 Media in shaping social change

The twenty-first century has been a time of dynamic transformation, scientific progress, globalization and the growing importance of mass media. Mass media and their tools have become a permanent part of everyday life. They serve not only to present reality, but also to enable everyday communication. The media, increasingly interactive, begin to create reality by growing their impact on social processes. This fact is noticeable not only by individuals or groups but often by the whole society. The news services have the most visible impact on the political market. At the same time, media is the primary source of knowledge on the actions of the authorities and their effects. Media shapes opinion, influences, mitigates or escalates social crises. The media, due to their universality and ease of access, are institutions mediating between the country and the citizens. The importance of the media in this process was stressed by M. Mrozowski, who stated that the public media "addressing the public as a citizen, should encourage public interest, think in terms

of social interest, and reinforce the sense of social identity and national identity".¹

The primary task of the media should be: providing reliable information, evaluating and interpreting events. It is thus possible to define such practices as a service or a social mission. The influence of the media on its receivers is reflected when a recipient identifies themselves with the content of the media. Such a process allows also for socialization, and consequently shaping the social personality.² In this context, the media should promote the engaged citizenship attitudes and encourage receivers to engage in their own environment, but also in a broader social and political environment. Media as an important tool of democracy, also known as the fourth power, shapes the activity of civil society. As M. Mrozowski writes, "the media system is an integral part of a social system, which determines its structure and principles of operation, but also itself increasingly depends on the logic of mass media".³ The globalization and the popularization of new media tools have resulted in a welter of information that is sorted through social, press, or government institutions. These are involved in the selection and shaping of information and determine in what shape they will be passed on to the recipient. Of course, this is hardly comparable to the censorship, which is very restrictive in the socialist countries, but it can certainly be called a control of the social reception of reality. In countries with a long tradition of democratization of life, drastic manipulation of the message is less frequent, however, everyone, even theoretically a fully independent publisher, makes a selection, taking into account the tastes of the audience and often restricting the amount of information for practical reasons.⁴ This choice determines also the interests of commercial broadcasters or broadcasters who are subject to a certain political influence.

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- 1 MROZOWSKI, M.: *Media masowe władza rozrywka i biznes*. Warszawa : ASPRA-JR, 2001, p. 39.
 - 2 KOWALCZYK, R.: *Media lokalne w Polsce*. Poznań : Contact, 2009, p. 79.
 - 3 MROZOWSKI, M.: System Medialny. Struktura i zasady działania. In BAUER, Z., CHUDZIŃSKI, E. (eds.): *Dziennikarstwo i Świat Mediów*. Kraków : Studium Dziennikarskie Akademii Pedagogicznej im. Komisji Edukacji Narodowej w Krakowie, 2000, p. 39.
 - 4 JURA, J., KAŁUŻYŃSKA, K.: *Obraz obcokrajowców i imigrantów w polskich mediach tradycyjnych i internetowych*. [online]. [2017-02-09]. Available at: <http://www.i-see.org.pl/strona/uploads/ngrey/Documents/Analiza_dyskursu_JJ_KK.pdf>.

Formation of opinions, resulting from the influence of the media on society, directly relates to the purity of information itself. The mentioned purity is determined by objectivity in journalism, while the context itself directs the process of analysing the text by the recipient. "The meaning of the message for individuals will to a certain extent depend on the their ability to interpret it as well as message's intensity and repetition. The protection of the recipient is their knowledge of the rules and conventions in which the message was made, in order to find a meaning in it [...]. Adopting a message means capturing its meaning and acceptance as its own".⁵ The phenomenon of assimilation is directly connected with the reaction of the society, composed of the recipients of media reports, to the described phenomena. Hence, the media has the special responsibility in shaping social change.

2 Migration as the content of the media

In recent years, the world's, and in particular the European media, has drawn some of their attention to reporting one of the most pressing problems for the Old Continent, namely migration. This phenomenon, which currently does not only concern economic migrants, is a serious social problem involving the behaviour of migrants, otherwise known as refugees. The ever-present in the world migration problem is becoming more and more important in the visible helplessness of the richest and most economically developed countries in Europe. The problem of a significant increase in the phenomenon of migration in the European Union is connected with the end of the 90s of the last century. The most numerous were then the immigrants from the former Eastern Bloc countries, who migrated mainly for financial grounds, and migrants from Africa and the Near East. Translating the problem of illegal migration to numbers, since 1993 more than 6000 people who tried to illegally enter the EU Member States lost their lives. It is estimated that about 300 thousand people per year came illegally to the European Union. Whereas, more than 8 million people from third countries were illegally staying in the Community.⁶ The inclusion of these figures in the past decade may help illustrate the magnitude of the current phenomenon. Especially,

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- 5 THOMPSON, J. B.: *Media i nowoczesnosc. Spoleczna teoria mediow*. Wrocław : Astrum, 2001, p. 47.
 - 6 SABATIER, P: *Fortress Europe?* [online]. [2017-04-05]. Available at: <<http://yaleglobal.yale.edu/content/fortress-europe>>.

when Europe has not struggled with such an influx of immigrants, mainly from North Africa and the Near East. "Arab Spring".

The situation of migrants in their new country, after fulfilling the conditions of their adoption, is dependent not only on their place in the labour market, but also social assistance. Their adaptation does not relate solely to the regulations' adequacy or to the needs of their infrastructure. The determinants of particular importance are social factors facilitating but also preventing adaptation of migrants in a given area. An example of them is public reaction, which accepts or opposes government decisions relating migration. Regarding back to the 1990s, shaping the public opinion involved not only the perception of certain groups of migrants in Poland, but also the perception of Poles by ethnic groups in other contexts, including international ones.⁷ The migrations researchers note that the images of different nations, ethnic groups and countries, are, on the one hand, strongly linked to the widespread views on cultural intimacy, and on the other, on the level of life and economic power of the country.⁷ In dissemination of ideas, mass media plays a special role. Mass media views, depending on the context in which the issues related to migration are described, will shape the positive or negative image of the migrant, influence the image of the migrant ethnic group, and determine their position in the new society.

When analysing the situation in Poland in the 1990s, it should be noted that the state was practically homogeneous ethnically. Nevertheless, the political, economic and social changes and the widespread dissemination of access to information progressed rapidly. This led to the emergence of new social constructs, resulting in rapid classification of representatives of the nations, both directly and, indirectly through the media. At that time, Maciej Mrozowski conducted studies on the perception of foreigners by Poles. He recognized that the image of migrants was constantly changing, so he focused more on image, rather than stereotype of individual ethnic groups. Mrozowski, in his study from 1996, found that in 1007 articles concerning foreigners, the description of their "personal situation is not the main theme of the article"⁸ – a foreigner usually appears in the context

7 JURA, J., KAŁUŻYŃSKA, K.: *Obraz obcokrajowców i imigrantów w polskich mediach tradycyjnych i internetowych*. [online]. [2017-02-09]. Available at: <http://www.i-see.org.pl/strona/uploads/ngrey/Documents/Analiza_dyskursu_JJ_KK.pdf>.

8 MROZOWSKI, M.: *Obraz imigranta na 3 łamach prasy Polskiej*. Warszawa : Prace Migracyjne, 1997, p. 36.

of describing specific events. This demonstrates that the media did not substantially present the topic of migration. The above-mentioned research showed also that the picture of the immigrant was rather a negative one. The immigrants were identified mainly as initiators and perpetrators of negative behaviours such as smuggling, illegal work, and unfair trade. Against this background, a much more positive picture of people from the West or the Vietnamese was observed.⁹

Comparing the perception of migrants over the years in Poland with the perception of immigrants in other European countries, it is important to note that the Poles' opinions are softer. This relates to much smaller problems, with regard to other countries, that migrants caused and have been causing. An example of positive perception of foreigners is their image described by Ignacy Jóźwiak, Joanna Konieczna-Salamatin and Michał Tudorowski. Having analysed these authors work, it becomes evident that Poles' perceptions of foreigners tend to improve with time. Moreover, 40% of the articles analysed during the studies conducted by the aforementioned authors refers to foreigners-athletes. Popular athletes undoubtedly build a positive image of particular nations. Many articles referring to sport can therefore significantly influence the general image of a foreigner. Despite this fact, the 2003 and 2010 studies show that the image of migrants was defined as positive, also in the context of the influx of new workforce into Poland. At the same time, in opposition to the generally positive image, analogous to the above-described research, there are examples of negative behaviours of foreigners in Poland. These behaviours are most frequently presented in the context of the crimes committed by them, which caught the attention of the media.¹⁰

3 Migration issues from the perspective of publication in new media

The main theme of the article is an indication of contexts describing the phenomenon of migration in Polish electronic media. Indication

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- 9 JURA, J., KAŁUŻYŃSKA, K.: *Obraz obcokrajowców i imigrantów w polskich mediach tradycyjnych i internetowych*. [online]. [2017-02-09]. Available at: <http://www.i-see.org.pl/strona/uploads/ngrey/Documents/Analiza_dyskursu_JJ_KK.pdf>.
 - 10 JÓZWIAK, I., KONIECZNA-SAŁAMATIN, J., TUDOROWSKI, M.: *Bez cudzoziemców bylibyśmy ubożsi. Wizerunek obcokrajowców na łamach polskiej prasy*. Warszawa : Instytut Spraw Publicznych, 2010, p. 8-9.

that these are electronic media is connected with a wider access to the audience, who do not use traditional media. This audience will soon shape political decision-making and social reactions for the difficult migration problem. Hence, the analysis of what media coverage is like nowadays, allows determining what the audience behaviour may be like in the near future. The migration description contexts are very different. They result, among others, from the immediate reactions to events (such as drowning of boats with migrants, riots, terrorist acts), descriptions of the problems resulting from the arrival of migrants in individual countries and also the result of political decisions taken by EU governments and which may influence Polish emigrants (mainly UK). The main contexts of Polish electronic media coverage are illustrated in Table 1. This table was created as a result of the analysis of the topics of media coverage available at the main Polish news services: Onet.pl, Wp.pl and Interia.pl. Media content analysis was used to find above-mentioned data. According to the research by Gemius/PBI the number of Internet users reached 27.5 million, in February 2017 in Poland. Last year's February data show that the analysed web news services recorded the following number of page views:

1. Onet.pl – 17.5 million page views.
2. WP.pl – 14.3 million page views.
3. Interia.pl – 12.5 million page views.¹¹

The thorough analysis covered the period of 6 months, i.e. from September 25, 2016 to March 25, 2017. The key words, which were introduced in the search engines, were: migrants, refugees. During the period covered by the analysis, approximately 300 messages were devoted to topic in questions. These messages were then thematically ordered.

11 *Virtualne Media*. [online]. [2017-03-23]. Available at: <<http://www.wirtualnemedia.pl/artykul/wyniki-badania-gemius-pbi-za-luty-2017>>

Table 1: The most common topics related to the phenomenon of migration

Theme	Web news service		
			
Coverage linked to terrorism	7	5	2
Descriptions of problems which immigrants cause for the citizens and conflicts which that might cause.	28	15	12
Description of the problems associated with the arrival of migrants	69	27	20
Adaptational problems	22	14	11
Countries' reactions	93	42	46
UE	31	25	5
Others	47	60	26
Total	297	192	122

Source: own processing

4 Examples of media content

The analysis of the content of web media reports showed that the largest number of articles concerning the migration problem was about the influx of refugees from countries with military conflicts was published on Interia.pl, in the last six months. On all web news services, the largest number of articles were linked to the information on the positions of the various EU Member States regarding migrants. Among the most prevalent were descriptions of behaviour and events in countries such as Italy, Hungary, Germany and Sweden. Moreover, many publications described the Polish situation, in the context of refugee flows. Most pieces of information about the Polish position provided wp.pl. Another topic that gained vast media attentions was the hardship of migrants crossing the Mediterranean Sea. Furthermore, many articles published in the end of 2016 described how to deal with the flow of refugee wave

in the so-called transit countries such as Greece, Hungary or Austria.¹² On the other hand, fewer articles described riots related to the lack of acceptance of immigrants, and issues related to the adaptational difficulties of migrants in new countries. Finally, in majority of all articles, there was a section that pointed to the position of the European Union and the European Commission.

To start with, the media content analysis of the media reports has shown that the current phenomenon of migration is a problem with which the authorities of countries have troubles coping with. What is more, also within the European Union there is a lack of stable, consistently implemented strategy in this area. The strategy that should be the core of migration policies of individual member states. Among examples of media publications are articles related to EU policy on emigration. The migration crisis has shown, often extremely different, reactions and approaches to the migration problem in individual member states. *Onet.pl* informs: "EU countries are still divided concerning the reform of asylum policy. Slovakia's proposal to show solidarity to the migration crisis in various forms, was criticized today by Germany and the countries located in the south of the EU ..." The Slovak proposal is a refinement of the Visegrad Group's September concept, which opposes the introduction of a compulsory refugee resettlement system. Instead of flexible solidarity, we now speak of effective solidarity".¹³

Another example of the lack of unity in dealing with the migration crisis brings the following quote: "The European Commission explains that countries that refuse to accept refugees violate EU law." They have no

12 *Onet.pl*. [online]. [2017-04-07]. Available at: <<http://wiadomosci.onet.pl/swiat/wegry-dwaj-policjanci-ukarani-za-zle-traktowanie-imigrantow/cb9dkzw>>; <<http://wiadomosci.onet.pl/kiosk/uchodzcy-oskarzaja-wladze-wegier-tutaj-nie-pozwalaja-nam-zyc/zshwgt5>>; <<http://wiadomosci.onet.pl/swiat/rzecznik-rzadu-wegier-wlochy-szantazuja-nas-w-sprawie-migrantow/d2expc2>>; <<http://wiadomosci.onet.pl/swiat/wlochy-agresja-uchodzcow-na-promie/dcmendg>>; <<http://wiadomosci.onet.pl/swiat/wiezili-migrantow-zeby-wyegzekwowac-naleznosc-za-ich-przerzut/1gm43qe>>; <<http://wiadomosci.onet.pl/swiat/uchodzcy-nielegalnie-zajeli-czterogwiazdkowy-hotel-w-atenach/6d1heqg>>; <<http://wiadomosci.onet.pl/swiat/grecja-domaga-sie-realizacji-planu-rozdzialu-uchodzcow/xs48mp4>>.

13 *Wp.pl*. [online]. [2017-03-28]. Available at: <<http://wiadomosci.onet.pl/swiat/ue-nadal-podzielona-w-sprawie-reformy-polityki-migracyjnej/wvyy2>>.

excuses for not meeting their commitments" said at the Brussels press conference Dimitris Avramopoulos, EU Commissioner for Migration and Home Affairs... "Poland has not accepted yet one person in the relocation program".¹⁴ The very phenomenon of migration is presented in a multi-faceted way, with the commercial tendencies of the media moving away from the true fulfilment of the media information mission, towards the prosperity of building the interest in capturing content, especially the titles of articles, in the formula of sensation. The emerging themes leave the audience in an atmosphere of danger, not compensated for, for example, by pointing out effective ways to deal with these important social problems. Therefore, there is a need to building of an atmosphere of the social security. It is clear that media coverage has a strong influence on shaping the views of consumers, not only the assessment of the behaviour of politicians in the country of residence, but also consumers' attitude towards other countries. The latter is often dependent on the attitudes authorities and society has towards the phenomenon of migration.

Secondly, another important aspect of media coverage is the impact of the message on the market for products and services. This is because the context of the conveyed information shapes consumers' trends. A distinctive example of such actions is the travel market. The media influence the level of interest in a particular tourist area. Thus, a pejorative coverage limits or diminishes tourist flows towards a given location. Behavioural analysis of business entities active in particular industries, and consumer behaviour in the following industries, which are determined by the migration crisis, may be an interesting research area. Migratory problems are very important elements of media coverage in Polish web media. According to research "over half of Poles (52%) oppose admitting refugees to Poland and 40% agree to give them asylum, as long as, they can safely return to the country they came from. However, as many as 67% of the respondents – according to a CBOS survey conducted in December, does not want the relocation to our country of refugees arriving in the European Union from the Middle East and Africa".¹⁵ Media relations can undoubtedly influence the formation of opinions expressing social feelings.

14 *Wp.pl*. [online]. [2017-03-28]. Available at: <<http://wiadomosci.wp.pl/ke-chce-ukarac-kraje-ktore-nie-przyjma-uchodzcow-daje-im-jednak-czas-6096770993505409a>>.

15 *Niedziela.pl*. [online]. [2017-03-01]. Available at: <<http://niedziela.pl/artykul/26528/CBOS-ponad-polowa-Polakow-nie-chce>>.

Conclusion

Huge migratory flows caused by military conflicts are one of the most serious threats to the stability of the European Union. The new situation has caused many extremely dangerous phenomena. Military conflicts in the country of their origin, cross the borders and cause political instability in the neighboring countries. These countries must actively engage in the adoption of a large number of refugees. The migration crisis has brutally shown the shortcomings of the EU strategy against this unforeseen circumstances. We are currently dealing with often very different reactions and approaches to the migration problem of individual member states. The influx of refugees has exposed the lack of, so-called, interstate solidarity within the European Union. Many politicians having a direct influence on the management of the states have been exposed to an important trial. This phenomenon has also revealed the centers of the most important influence on the policy of the European Union. New media, in these processes play one of the key roles. The media shape the opinions and consequently affect the behavior of the international community and citizens of each country. In the context of the migration problem, the media influence the state of regional and local relations. The analysis showed that the problem of migration is often described in the main Polish web portals. In general, it is depicted in similar content descriptions. The media responds quickly to events caused by or against migrants, especially the drastic ones. The readers have the opportunity to get acquainted with the reactions of individual countries and try to develop a coherent European Union strategy. The most important expectation for the media and their information strategies is to play a constructive, responsible role in informing the public about the details and the different contexts of this serious problem of the second decade of the 21st century. In this specific time, a cooperation of politicians with the media that is currently scarce, is needed. Unfortunately, the authorities do not consciously use the media to build relationships with a society, whose sense of security is at risk.

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FUTURE OF MARKETING IN MEDIA

MEDIA FUTURE ➤



FEEDBACK TO DIRECT-TO-CONSUMER ADVERTISING OF PRESCRIPTION DRUGS IN MASS MEDIA

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ABSTRACT:

Direct-to-consumer advertising of prescription drugs has been a phenomenon directly linking health and disease treatment with the mass media and mass media communication. Considering that in the Communication-based Marketing Model, the communication and marketing processes are parallel to each other, the aim of the article was to show the relationship between feedback to direct-to-consumer advertising of prescription drugs and observed market reactions. A review of the literature and evidence relating to both the phenomenon of direct-to-consumer advertising and consumer reaction to it was undertaken. The results showed that direct-to-consumer advertising of prescription medicines provokes an increase in prescription drug sales figures, the growth of consumer health information data and intensification of prescription drug acquisition behaviour. These findings suggest that direct-to-consumer advertising of prescription drugs is a mass communication process that induces feedback from its target audience in the form of market data.

KEY WORDS:

communication studies, direct-to-consumer advertising (DTCA), feedback, marketing, mass media, pharmaceutical industry

1 Introduction

Oxford Dictionary of Media and Communication defines the mass media as “the various technological means of producing and disseminating messages and cultural forms (notably news, information, entertainment, and advertising) to large, widely dispersed, heterogeneous audiences”.¹ Consequently, it is mass media that, due to their vast coverage, set the scope of the information already existing in the public domain and the subjects that should be discussed.² Among these issues, health and

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- 1 CHANDLER, D., MUNDAY, R.: *Mass media. A Dictionary of Media and Communication*. [online]. [2017-01-27]. Available at: <<http://www.oxfordreference.com.proxy.kib.ki.se/view/10.1093/acref/9780199568758.001.0001/acref-9780199568758-e-1627>>.
 - 2 WADE, S., SCHRAMM, W.: The Mass Media as Sources of Public Affairs, Science and Health Knowledge. In *Public Opinion Quarterly*, 1969, Vol. 33, No. 2, p. 197.

related to it diseases are recognized and experienced within a social and cultural context. It is a widely accepted view that mass media play an important role in shaping public perceptions and decisions about health. What is more, many people trust mass media for knowledge about health, disease, its treatment and prognosis, to the same or even greater extend as they rely on health care professionals.³

2 Communication and marketing intersection

Mass communication, according to Janowitz, "comprise the institutions and techniques by which specialized groups employ technological devices (press, radio, films, etc.) to disseminate symbolic content to large, heterogeneous and widely dispersed audiences".⁴ The traditional communication model such as Lasswell's Model of Communication presents a linear and uni-directional process of transferring the message to audience. Lasswell's Model involves a communicator who formulates a message, a channel or a medium, through which the message is transmitted, a receiver who decodes the message encoded by the communicator, and the effect that occurs when the receiver processes the message.⁵ Duncan and Moriarty proposed a Communication-based Marketing Model⁶ and claimed that the marketing process is a parallel to the communication process. They proposed the extension of the Lasswell's Model with a category for noise and switched the effect category with feedback. Therefore, "the source is the company, the message the product, the channel the distribution system, noise the clutter of competitive products and claims, the receiver the customer, and feedback the information received through customer service, sales, and marketing research"⁷ (see Figure 1).

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- 3 HOFSTETTER, C., SCHULTZE, W., MULVIHILL, M.: Communication Media, Public Health, and Public Affairs: Exposure in a Multimedia Community. In *Health Communication*, 1992, Vol. 4, No. 4, p. 259.
 - 4 JANOWITZ. M.: Harold D. Lasswell's Contributions to Content Analysis. In McQUAIL, D. (ed.): *Mass Communication*. 6th Edition. Thousand Oaks, CA : Sage, 2010, p. 57.
 - 5 SAPIENZA, Z., IYER, N., VEENSTRA, A.: Reading Lasswell's Model of Communication Backward: Three Scholarly Misconceptions. In *Mass Communication and Society*, 2015, Vol. 18, No. 5, p. 608.
 - 6 DUNCAN, T., MORIARTY, S.: A Communication-Based Marketing Model for Managing Relationships. In *Journal of Marketing*, 1998, Vol. 62, No. 2, p. 2.
 - 7 DUNCAN, T., MORIARTY, S.: A Communication-Based Marketing Model for Managing Relationships. In *Journal of Marketing*, 1998, Vol. 62, No. 2, p. 2.

In the traditional 4Ps marketing model, communication of model's elements such as product, place, price and promotion is identified as persuasive or at least designed to be such.⁸ Persuasion, in that case is positioned as the integrative marketing communication function; therefore, the relationship between communication and persuasion is reversed. On the contrary, in Duncan and Moriarty's model, which is a communication-based model of relationship marketing, communication serves other roles than persuasion; it goes against the traditional parameter mix approach.

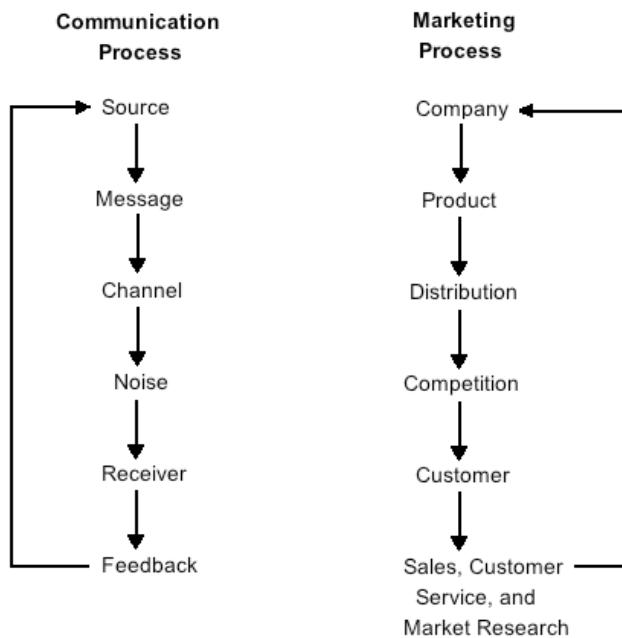


Figure 1: Parallel Communication and Marketing Process

Source: DUNCAN, T., MORIARTY, S.: *A Communication-Based Marketing Model for Managing Relationships*. In *Journal of Marketing*, 1998, Vol. 62, No. 2, p. 3.

8 WATERSHOOT, W., VAN DEN BUISTE, C.: The 4P Classification of the Marketing Mix Revisited. In *Journal of Marketing*, 1992, Vol. 56, No. 4, p. 83.

3 Direct-to-consumer advertising of prescription drugs

Direct-to-consumer advertising (DTCA) of prescription drugs has been a phenomenon directly linking health and disease treatment with mass media. DTCA can be explained as a non-personal, paid effort (typically via mass media) usually made by pharmaceutical companies or pharmaceutical manufacturers to advertise the prescription medicines, and hence, induce the prescription, supply, purchase and/or use of those prescription medicine.⁹ DTCA has revolutionized the traditional way of pharmaceutical promotion of prescription drugs that took place either solely through detailing – face-to-face interactions between sales representative and physicians, or through advertising in medical journals. What differs DTCA from detailing promotion is that it is focused on a small number of drugs in particular therapeutic categories.¹⁰

A striking feature of DTCA is that, unlike detailing promotion, it is concentrated on a small number of drugs in some specific therapeutic categories. DTCPA can be of several types. The Food and Drug Administration (FDA) which is an US governmental agency and has a broad regulatory authority, is also the one, who regulates the DTC advertising of prescription drugs. A drug is referred as “prescription only” when a qualified prescriber has to supervise its use by a patient due to safety reasons. According to FDA, there are several types of DTCPA (see Table 1). Product claim advertising plays significant role to pharmaceutical firms as allows them to associate claims with particular brands. Whereas, help-seeking ads, may encourage consumers to contact health professionals and talk about available treatment options, but may not induce the desired brand’s prescription number.¹¹

Globally, most countries and regions, do not allow any form of DTCA of prescription drugs. For instance, European Commission in Article 88 of

9 See also: KOTLER, P., KELLER, K.: *Marketing Management*. Englewood Cliffs, NJ : Pearson Prentice Hall, 2006; HARKER, M., HARKER, D.: Direct-to-Consumer-Advertising of Prescription Medicines: A Theoretical Approach to Understanding. In *Leadership in Health Services*, 2007, Vol. 20, No. 2, p. 76.

10 IIZUKA, T.: What Explains the Use of Direct-to-Consumer Advertising of Prescription Drugs? In *Journal of Industrial Economics*, 2004, Vol. 52, No. 3, p. 350.

11 MORGAN, S.: Direct-to-Consumer Advertising and Expenditures on Prescription Drugs: A Comparison of Experiences in the United States and Canada. In *Open Medicine*, 2007, Vol. 1, No. 1, p. 37.

Directive 2001/83/EC prohibited DTC advertising of prescription-only medicines.¹² On the other hand, the USA and New Zealand are exceptions to this rule, as both countries allow product claims.¹³ Whereas in Canada, ads stating either the product or the indication are allowed, but those combining brand name with claims about indication and effectiveness are banned (Table 1).¹⁴ The role of advertising in the prescription medicine market came into attention of researchers especially when in the USA “within only five years after the clarification of regulations, prescription drug advertising expenditures skyrocketed from \$800 million in 1996 to \$2.7 billion in 2001”¹⁵.

Table 1: Types of Direct-to-Consumer Drug Advertisements and FDA Regulatory Requirements

Type of Advertisement	Requirement
Product claim ad: <ul style="list-style-type: none"> • Gives drug's name • Gives at least one FDA-approved indication, • Makes claims regarding safety and efficacy 	ALL: “fair balance” is applied in benefits and risks presentation. PRINT ONLY: risks are included in a “brief summary.” BROADCAST ONLY: Most important risks (“major statement”) are presented orally, are included in “major statement,” and “adequate provision” for access to a “brief summary” is provided.
Reminder ad: <ul style="list-style-type: none"> • Gives drug's name only 	Including risk information is not required. Any suggestion (visual or oral) about drug benefits or risks is banned. Reminder ads are not allowed for drugs with serious risks.

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- 12 *The European Parliament And the Council of the European Union*. [online]. [2017-02-15]. Available at: <[http://www.ema.europa.eu/docs/en_GB/document_library/Regulatory_and_procedural_guideline/2009/10/WC5\[Acc00004481\].pdf](http://www.ema.europa.eu/docs/en_GB/document_library/Regulatory_and_procedural_guideline/2009/10/WC5[Acc00004481].pdf)>.
- 13 VENTOLA, C.: Direct-to-Consumer Pharmaceutical Advertising: Therapeutic or Toxic? In *Pharmacy and Therapeutics*, 2011, Vol. 36, No. 10, p. 669.
- 14 MORGAN, S.: Direct-to-Consumer Advertising and Expenditures on Prescription Drugs: A Comparison of Experiences in the United States and Canada. In *Open Medicine*, 2007, Vol. 1, No. 1, p. 37.
- 15 IIZUKA, T.: What Explains the Use of Direct-to-Consumer Advertising of Prescription Drugs? In *Journal of Industrial Economics*, 2004, Vol. 52, No. 3, p. 349.

Help-seeking ad: <ul style="list-style-type: none"> • Describes a disease or condition • Does not promote any specific drug treatment • Encourages contact with health professional 	Product name and claims cannot be mentioned, thus “fair balance”; inclusion of risks in “brief summary,” “major statement,” or “adequate provision” does not apply.
Promotional labelling: Includes brochures and other material mailed/given out to consumers	If promotional labelling states the drug’s benefit(s), the drug’s prescribing information must be enclosed.

Source: own processing based on: *Basics of Drugs Ads.* [online]. [2017-02-10]. Available at: <<http://www.fda.gov/Drugs/ResourcesForYou/Consumers/PrescriptionDrugAdvertising/ucm072077.htm>>.

Year after year, the number of deliberate recipients of pharmaceutical DTCA is increasing due to constantly improving public health policies and because of socioeconomic development, especially in the developed countries.¹⁶ The global data also project significant growth in aging population. As reported by the United Nations “between 2015 and 2030, the number of people in the world aged 60 years or over is projected to grow by 56 per cent, from 901 million to 1.4 billion, and by 2050, the global population of older persons is projected to more than double its size in 2015, reaching nearly 2.1 billion”.¹⁷ The “baby boomer” and “mature generation”, accounts in the USA for 80 million and 52 million consumers, respectively.¹⁸ According to the data by Harker and Harker on average, 9 prescriptions per year are purchased by every American consumer. Besides, not only Americans, but also over 45% of New Zealanders who reached 45, are prescribed at least one prescription drug.¹⁹ Moreover, Health, United States reports that the fraction of mature population (65 and older) who stated taking “three or more prescription drugs in past 30 days” and “five or more prescription drugs in past 30 days” has also shown an increase in the past years (Figure

16 *Aging.* [online]. [2017-02-10]. Available at: <<http://www.who.int/topics/ageing/en/>>.

17 *Population Division of the Department of Economic and Social Affairs of the United Nations Secretariat.* [online]. [2017-02-10]. Available at: <http://www.un.org/en/development/desa/population/publications/pdf/ageing/WPA2015_Report.pdf>.

18 HARKER, M., HARKER, D.: Direct-to-Consumer-Advertising of Prescription Medicines: A Theoretical Approach to Understanding. In *Leadership in Health Services*, 2007, Vol. 20, No. 2, p. 78.

19 HARKER, M., HARKER, D.: Direct-to-Consumer-Advertising of Prescription Medicines: A Theoretical Approach to Understanding. In *Leadership in Health Services*, 2007, Vol. 20, No. 2, p. 78.

2).²⁰ Consequently, pharmaceutical companies while employing mass media in advertising their prescription medicines, need to take into consideration which type of the mass media receives highest coverage and is preferred by the potential customers.

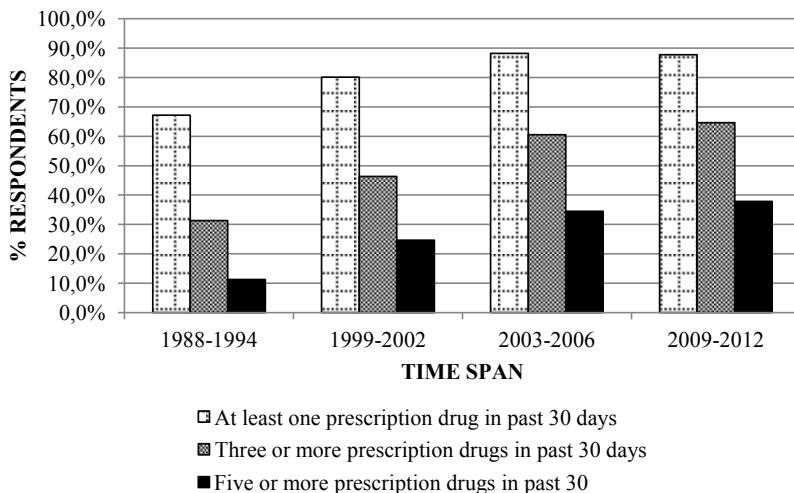


Figure 2: Prescription drug use in the past 30 days among the age group 65 years and older

Source: *Health, United States, 2015: With Special Feature on Racial and Ethnic Health Disparities*. [online]. [2017-02-17]. Available at: <<https://www.cdc.gov/nchs/data/hus/hus15.pdf#079>>.

Admittedly, the number of potential buyers of prescription drugs remains an attractive market for pharmaceutical companies. Even though, the DTCA expenditures are just a fraction of overall industry promotions, they show a substantial annual growth rate.²¹ Undoubtedly, advertising is one of the fundamental components of marketing campaigns. According to Horwitz “direct-to-consumer advertising does not simply attempt to sell particular products but strives to reshape consumers’ understanding of their problems into conditions that should be treated by medications”²²

20 *Health, United States, 2015: With Special Feature on Racial and Ethnic Health Disparities*. [online]. [2017-02-17]. Available at: <<https://www.cdc.gov/nchs/data/hus/hus15.pdf#079>>.

21 SEN, K.: An Empirical Investigation of the Variations in Direct-to-Consumer Prescription Drug Advertising. In *International Journal of Pharmaceutical and Healthcare Marketing*, 2011, Vol. 5, No. 4, p. 249.

22 HORWITZ, A.: Pharmaceuticals and the Medicinalization of Social Life.

4 Use of mass media in DTCA

McQuail, who is considered one of the most influential scholars in the field of mass communication studies, wrote, „the entire study of mass communication is based on the premise that the media have significant effects”.²³ Among these effects, pervasiveness plays a significant role. The pervasiveness of mass media was stressed by Waitzkin who said that media reflect “values, beliefs and morality that supports the established order and the class interests that dominate it”.²⁴ Considering that in the Communication-based Marketing Model, communication and marketing processes are parallel to each other and “feedback (is) the information received through customer service, sales, and marketing research”,²⁵ this paper aims to show the relationship between feedback to DTCA of prescription drugs and observed market reactions. These market reactions are integrated in the theoretical framework of Duncan and Moriarty’s Communication-based Marketing Model.

5 Feedback to DCTA according to Communication-based Marketing Model

DCTA of prescription medicines can induce different but interrelated types of feedback. They revolve around the topics of prescription drug sales figures, consumer health information and prescription drug acquisition behaviour were determined as feedback to DTCA. To start with, an increase in sales of advertised prescription drugs was identified as feedback to DCTA of prescription drugs. A research report by the National Institute for Health Care Management Research and Educational Foundation on Prescription Drugs and Mass Media Advertising showed that from 1999 to 2000, both the sales as well as the number of prescriptions showed greater increase for the 50 most heavily advertised drugs in comparison to all other drugs combined (Figure 3).

In LIGHT, D. (ed.): *The Risks of Prescription Drugs*. New York : Columbia U.P., 2010, p. 110-111.

23 McQUAIL, D.: *Mass Communication Theory: An Introduction*. 3rd Edition. Thousand Oaks, CA : Sage, 1994, p. 327.

24 WAITZKIN, H.: A Critical Theory of Medical Discourse: Ideology, Social Control, and the Processing of Social Context in Medical Encounters. In *Journal of Health and Social Behaviour*, 1989, Vol. 30, No. 2, p. 233.

25 DUNCAN, T., MORIARTY, S.: A Communication-Based Marketing Model for Managing Relationships. In *Journal of Marketing*, 1998, Vol. 62, No. 2, p. 2.

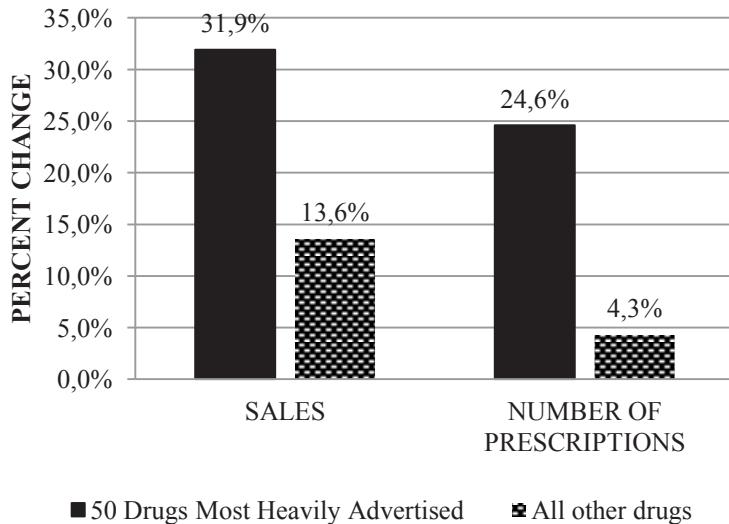


Figure 3: Change in Sales and Number of Prescriptions, 1999–2000.

Source: *Prescription Drugs and Mass Media Advertising, 2000*. [online]. [2017-02-28]. Available at: <<https://www.nihcm.org/pdf/DTCbrief2001.pdf>>.

Moreover, the fact that DTCA of prescription drugs affects the sales significantly demonstrated the 2014 sales figures and advertising expenditure data. In 2014, out of top five advertised the most to consumers drugs, two: Pfizer's Viagra and Eli Lilly's Cialis are drugs treating erectile dysfunctions. The remaining ones included AbbVie's Humira, a rheumatoid arthritis treatment; Pfizer's Lyrica, a treatment for pain caused by nerve damage; and Eliquis, an anticoagulant drug that can reduce stroke risk.²⁶ These drugs' annual advertising expenditure reached 272, 259, 246, 232 and 221 million US\$ for Cialis, Humira, Lyrica, Viagra and Eliquis respectively.²⁷ As shown in Figure 4, advertising

26 MILLMAN, J.: *It's True: Drug Companies are Bombarding Your TV with More Ads Than Ever*. [online]. [2017-02-21]. Available at: <https://www.washingtonpost.com/news/wonk/wp/2015/03/23/yes-drug-companies-are-bombarding-your-tv-with-more-ads-than-ever/?utm_term=.38f6dc0dca01>.

27 MILLMAN, J.: *It's True: Drug Companies are Bombarding Your TV with More Ads Than Ever*. [online]. [2017-02-21]. Available at: <https://www.washingtonpost.com/news/wonk/wp/2015/03/23/yes-drug-companies-are-bombarding-your-tv-with-more-ads-than-ever/?utm_term=.38f6dc0dca01>.

expenditure of top five advertised the most to consumers drugs, remains just a small fraction when compared with the total prescription sales that were recorded for big pharmaceutical players.

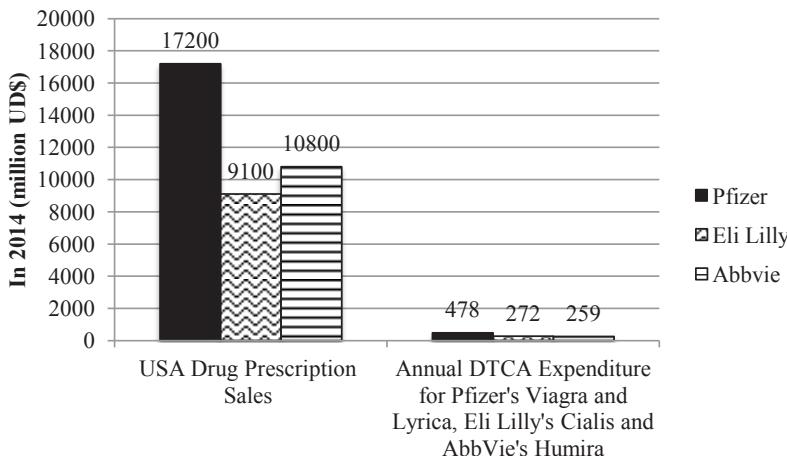


Figure 4: USA Drug Prescription Sales compared to Annual DTCA Expenditure for Pfizer's Viagra and Lyrica, Eli Lilly's Cialis and AbbVie's Humira

Source: own processing based on: *World Preview 2015, Outlook to 2020*. [online]. [2017-02-22]. Available at: <<http://info.evaluategroup.com/rs/607-YGS-364/images/wp15.pdf>>; MILLMAN, J.: *It's true: Drug Companies are Bombarding Your TV With More Ads Than Ever*. [online]. [2017-02-21]. Available at: <https://www.washingtonpost.com/news/wonk/wp/2015/03/23/yes-drug-companies-are-bombarding-your-tv-with-more-ads-than-ever/?utm_term=.38f6dc0dca01>.

Secondly, improved consumer health information was found as feedback to DCTA of prescription drugs. This tendency creates better-informed patients, who draw upon the information available in advertisement to reach their own health goal. Redmont et al. conducted a study examining the relationship of health information sources related to preventative health behaviours.²⁸ The analysis of data from Health Information National Trends Surveys 2005 carried out in the USA among 5367 respondents, showed that among mass media sources, TV was the most frequently indicated source of health information (by more than 70% answers). Print ranked second, with less than 60% of votes and

28 REDMOND, N. et al.: Sources of Health Information Related to Preventive Health Behaviors in a National Study. In *American Journal of Preventive Medicine*, 2010, Vol. 38, No. 6, p. 623.

the Internet was mentioned by less than 40% of answers.“ Although the prescription drug market is not a consumer-driven market, with the advent of DTCA, consumers are becoming more involved in the healthcare decision-making process”.²⁹ Harker and Harker quote the results of a national survey in the United States in which “over 61 per cent of consumers in a national survey in the United States disagreed with the statement: Ads for medications should only be in medical journals”.³⁰ This shows that that healthcare consumers price healthcare savvy and wish to have consumer health information widely accessible.

Furthermore, a large body of research³¹ argue superiority of a specific mass medium DTCA advertising over others; nevertheless the exposure to DTCA occurs primarily via television that is still considered the leading DTCA mass medium. TV advertising, as Nielsen data show, remains also the major source of spending on prescription drug advertising (Figure 5). For instance, out of 5.2 billion US\$ spent on prescription-only medicine advertising, more than 3.5 billion US\$ was dedicated to television ads. While in 2012, TV advertisement expenditure reached about 2.0\$ billion, compared to 1.2\$ billion spent on prescription drug advertising in magazine, newspaper and others. Accordingly, the spending on

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- 29 ANANTHARAMAN, R., PARTHAN, A., SHEPHERD, M.: Examination of the Relationship between Direct-to-Consumer Advertising Expenditure and Price. In *Therapeutic Innovation & Regulatory Science*, 2005, Vol. 39, No. 1, p. 16.
 - 30 HARKER, M., HARKER, D.: Direct-To-Consumer-Advertising of Prescription Medicines: A Theoretical Approach to Understanding. In *Leadership in Health Services*, 2007, Vol. 20, No. 2, p. 79.
 - 31 For more information, see: SHEEHAN, K.: Direct-to-Consumer (DTC) Branded Drug Web Sites Risk Presentation and Implications for Public Policy. In *Journal of Advertising*, 2007, Vol. 36, No. 3, p. 123-135; FROSCH, D. et al.: Creating Demand for Prescription Drugs: A Content Analysis of Television Direct-to-Consumer Advertising. In *Annals of Family Medicine*, 2007, Vol. 5, No. 1, p. 6-13; AVERY, R., EISENBERG, M., SIMON, K.: The Impact of Direct-to-Consumer Television and Magazine Advertising on Antidepressant Use. In *Journal of Health Economics*, 2012, Vol. 31, No. 5, p. 705-718; BROWNFIELD, E. et al.: Direct-to-Consumer Drug Advertisements on Network Television: An Exploration of Quantity, Frequency, and Placement. In *Journal of Health Communication*, 2004, Vol. 9, No. 6, p. 491-497; HOEK, J., GENDALL, P., CALFEE, J.: Direct-to-Consumer Advertising of Prescription Medicines in the United States and New Zealand: An Analysis of Regulatory Approaches and Consumer Responses. In *International Journal of Advertising*, 2004, Vol. 23, No. 2, p. 197-228.

prescription drug in TV advertising grew by about 23% CAGR from 2012-2015.

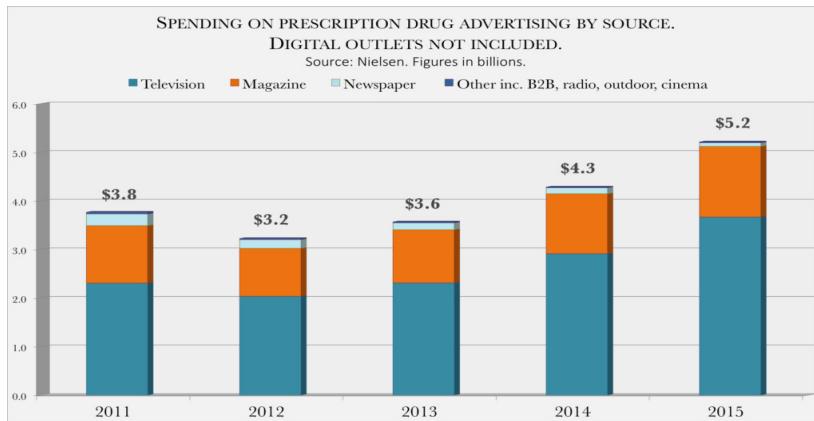


Figure 5: Spending on prescription drug advertising by source. Digital outlets not included. Figures in billion USD

Source: *Spending on Prescription Drug Advertising by Source. Digital Outlets Not Included.* [online]. [2017-02-21]. Available at: <<https://www.statnews.com/2016/03/09/drug-industry-advertising/>>.

Last but not least, increased patients' request for the advertised drugs acts as feedback to DTCA of prescription drugs. As DTCA in mass media often encourages patients to consult with their physician the potential benefit of beginning a new drug therapy, thus consumers' prescription drug-seeking behaviour is increasingly visible. Elderly patients are known as frequent consumers of prescription drugs and, thus, they are more and more considered the main receivers of DTCA marketing efforts. Datti and Carter investigated DTCA effect on the relationship between doctor and elderly patient and prescription drug acquisition behaviour of older adults. Their descriptive analysis revealed, "among respondents exposed to DTCA, 31% ($n = 801$) requested a prescription drug from their physician. Approximately 5% of those who made a request were ≥ 75 years of age. Among respondents requesting a prescription drug, 69% ($n = 556$) received a prescription in response to their request, of whom, approximately 5% were ≥ 75 years of age".³² Besides, McKinlay et al. Tested the effect of patient activation to request a specific medication

32 DATTI, B., CARTER, M.: The Effect of Direct-to-Consumer Advertising on Prescription Drug Use by Older Adults. In *Drugs & Aging*, 2006, Vol. 23, No. 1, p. 76.

during the doctor's visit on doctor's prescribing behaviour.³³ In their study 19.8% of patients requesting a prescription drug for sciatica, received it, compared with 1% of those making no specific request ($p=0.001$). In the second scenario, 53% of knee osteoarthritis patients requesting the particular drug, got it, compared with 24% of patients making no request ($p=0.001$). Apparently, patient's request for a specific drug makes physician more willing to accept the enquiry and prescribe the medication.

6 Discussion

When talking about the feedback to DTCA according to Communication-based Marketing Model, the interrelatedness of DTCA feedback types needs to be noted. Accordingly, an increase in consumer health information data has an effect on the prescription drug acquisition behaviour, while prescription drugs sales figures may result from both, the latter and the former. Such interdependence was observed during the study³⁴ conducted in the Netherlands that investigated the changes in rates of prescriptions and the consultation rate before and after the mass media information campaign sponsored by a pharmaceutical company. The company could not name the product, thus the "awareness campaign" to increase awareness of and treatment for a fungal nail condition was launched. Both the prescription volume and the consultation rate increased during the campaign, and dropped again after the campaign finished. The Dutch study showed that the recipients of DTCA respond by both greater health awareness on a specific problem and are incentivised to visit the physician and ask for the prescription drug.

The Communication-based Marketing Model that formed the theoretical framework of presented article was applied in this paper, as it shows the intersection between communication and marketing processes. Such an intersection is also a prominent feature of DTCA, which employs pharmaceutical marketing effort and mass media communication. In the mass media and communication studies, model created by a leading

33 MCKINLAY, J. et al.: Effects of Patient Medication Requests on Physician Prescribing Behavior: Results of a Factorial Experiment. In *Medical Care*, 2014, Vol. 52, No. 4, p. 297.

34 T'JONG, G., STRICKER, B., STURKENBOOM, M.: Marketing in the Lay Media and Prescriptions of Terbinafine in Primary Care: Dutch Cohort study. In *British Medical Journal*, 2004, Vol. 328, No. 7445, p. 931.

American political scientists and communications theorist Harold Lasswell has still been in use and. The model, described as linear or one-way communication model, is considered as developed specifically for mass communication, rather than all communication processes. This is due to its assumptive unidirectional influence. However, Lasswell's Model can also be viewed as less linear because of the concept of effect, which appears in the fifth component of Lasswell's Model "with what effect". Accordingly, the effect that can be taken as feedback in a communication process, translates into information received through customer service, sales, and marketing research in the marketing model. Therefore, Duncan and Moriarty's Communication-based Marketing Model was found suitable to show the relationship between feedback to DTCA of prescription drugs and observed market reactions. Even though the DTCA of prescription drugs is not a new phenomenon any more, the number of scientific articles discussing this issue seems to be decreasing year by year. On the contrary, external market research companies such as Evaluate Pharma, IMS Health, Nielsen, Kantar media, seem to be important knowledge holders. Therefore, a need to for further scientific research of past topics and new insights into DTCA of prescription drugs emerges.

7 Conclusion

The mass media play indisputably a substantial role in shaping public understanding, perceptions and decisions about health. From its advent, DTCA of prescription drugs has been a phenomenon directly linking health and disease treatment with mass media because it involves pharmaceutical marketing effort and mass media advertisement communication. The results of the current study showed that DCTA of prescription medicines provokes specific market reactions, such as an increase in prescription drug sales figures; the growth of consumer health information data and intensification of prescription drug acquisition behaviour. To conclude, the mass communication process of DTCA of prescription drugs does affect the receivers of the message, who process it and respond to it. Their responses become visible in the observed market data, which show that the DTCA message has reached the target audience.

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LABELING OF IMAGES IN PHOTOSHOP USING LAYERS, LONG-TERM ARCHIVING AND AUTOMATION CAPABILITIES

Robert Halenár

ABSTRACT:

This article deals with possibility of using Photoshop layers to store additional data in graphical documents. Data can be in form of text, or graphic form, they can be added manually or automatically with another environments serving for batch processing (e.g. Matlab). Such modified data can be used for long term archive, or in time additional information, which are needed for description of the technical facilities, utilities or geographic highlights. Data can be stored in heterogeneous data sources in different structures and each other "mixed". Matlab environment addresses the method of data extraction, transformation and alignments records, and then store the data in electronic form in unstructured environment of Photoshop tool. Records are transformed into graphic form and then, using layers, saved in the Photoshop tool. Final form (PSD file) is virus resistant and commonly known.

KEY WORDS:

data source, labeling, layer, long term archive, Photoshop

1 Introduction

Data documentation is now common issue for most companies. Especially there is a need for long term data archiving, which consists of text, pictures and schemes. In environmental engineering is lot of problems and solutions, many of them are great ideas, but not realizable in now days. That is, why they finish its journey in status of project or analyses in paper form, and they are not developed into full workable solution. In most cases the well analyzed solution is determined for archive. Good idea used in it stills helpful. That is why we need to archive this document. There is a question, how to archive a document which comes from plenty of sources, which are not compatible with each other. The solution should be to archive the document in unstructured form, which is durable in long time period. Data backup must be resistant for data loss due to hardware failure, or in the case of a lay user intervention into the data structure, respectively intervention of foreign persons

(criminal act), viruses, natural disasters and the like. The need to back up data today is now widely accepted as correct.

2 The tool for editing graphical data – Photoshop

Photoshop (often referred to as PS) is a raster program produced by Adobe designed for creating and editing 2D graphics. From the title it is clear that was originally created as a tool to adjust the then scanned photographs, but his options and advanced tools made from it quickly universal tool for work with 2D graphics for professionals. Photoshop is by far the most advanced and most professional tool for working with raster graphics. Photoshop features are almost unlimited.¹ Adobe Photoshop represents not only the tip of photo editing, but also in the field of 2D graphics in general. It is a professional tool which, not suitable only for the work of the photographer (as might whisper the name) but also, for example, architects, 3D designers, scientists and doctors. Layers are one of the characteristic features of Photoshop. We understand under layers of photos, texts, filters and the like.² Thus, Photoshop can save several types of information in a single file, and offers the possibility of a chronological representation and at the same time we know (at least partly) the internal structure of stored information. Last property from the said (the interior structure of stored information) is crucial in the automated transformation of various types of data from different types of storage.

3 The tool for automation of the process – Matlab environment

In this work we suppose, data should be stored into unstructured text format and then to the image data format. Using MATLAB, this process can capture and transform data to automate (depending on specific conditions partially or fully), and then stored in *.psd. Since the transfer of data from the structure is relatively complex process, it is necessary to use sophisticated tools upgradeable options and a high algorithmic

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- 1 Mak, J.: *Photoshop – úvod*. [online]. [2017-03-06]. Available at: <<http://www.photoshopbook.net/photoshop-manual/photoshop-start.html>>.
 - 2 Ondroušek, L.: *Adobe Photoshop*. [online]. [2017-03-06]. Available at: <<http://www.ephot.sk/fototechnika/recenzie/softver/adobe-photoshop/>>.

variability. Often times the data are stored in dozens of tables and “mixed” with the other. Thus, export (migration) data in unstructured form must respect all recorded dependencies, and use them to obtain the required information from the entire data structure (database) and assign them just one record. Such a tool is Matlab. Matlab simulation programming language is the 4th generation in integrated environment for technical calculations, modeling, simulation and analysis. It allows interactive work, but also to create an application. It provides users relatively powerful graphics and computing tools, as well as an extensive library of functions that are useful in scope in virtually all areas of human activity. Thanks to its architecture Matlab is also designed for those who need to solve computationally intensive tasks without detailed examination of the mathematical nature of the problem. Matlab own language is much easier than Delphi or C and a high potential productivity and creativity. A major strength of Matlab is fast computational core with optimized algorithms and powerful mathematical base. Matlab implementations are key platforms – Windows and Linux and followers.³

We have focused mainly on the text informations and the images, because many programs used for creating for example schemas are able to store its data in form of images. In result we have several images (pictures, schemas, tables...) and some descriptive text, which is bounded into one report. We have a choice – to create some the document of the common file extensions (office document, portable document format known as PDF and so on...) or store it as a package of the pictures. First choice is handmade (needs some editorial work) and second choice is automated via Matlab and stored as a package of the pictures (layers in *.psd file). The following example is a sample processing of one image, and some of the records using MATLAB into *.psd. First, it is necessary to accurately identify input sources:

1. Location – network storage, IP address, database, and “connect string” ...
2. File format – format internal DBMS (database management system)
Oracle or another format, and file extension, the need to transfer into electronic form ...
3. The export options into the standard formats – must be considered or benefits of the export.

3 HALENAR, R.: *MATLAB – Properties of Dynamical Systems: Research of Dynamic System Properties*. Saarbrücken : LAP LAMBERT Academic Publishing, 2012, p. 62.

In our illustrative example we have an image (scanned and stored in *.jpg) and records about the picture (transcribed into *.txt). Textual records were further modified by inserting a special character "%" indicating the end of the line, because the line width is to be adjusted according to the size and font type and resolution used by the next file in Photoshop – u *.psd. Subsequently the text records were stored in *.xlsx for further processing (parceled into individual lines of text ready for publication and further automated processing in Matlab). In automatic data processing from specific sources directly in Matlab can easily solve data extraction followed by pretreatment (preprocessing) text records into the required format, respectively, add a special characters to the text.

4 Backup and archiving an documents

Backup means schedule and safe storage data, and if necessary the company could renew all the systems. The primary objective is therefore recovery backup systems as far as possible in the most current state. Its role is thus not giving insight into the history, but it is in charge of archiving. In most cases, organizations may access the archiving only when the need to retain data, for example, for legislative reasons and then when them already do not work actively, where necessary, free up space for new data on expensive storage systems. When backing up the original data remain in the same place, while the copy is transmitted to another site. It is carried out mainly for the safety reasons in case of failure of primary storage data recovery was possible. In contrast, arise when archiving copies of data, but data is directly transferred to other types of storage with lower operating costs. This is a fundamental difference between backup and archiving. From that then unfolds the target group for both processes. Should back up all types of companies and organizations it depends on their intellectual property. Archive is then worth it when you need to store large amounts of data over a long period of time.⁴

The aim is therefore archiving storage and related ensuring long-term availability of data in digital form. But this will meet the specific requirements. Digital archive must ensure the continuity of data for decades, using control mechanisms must deal with the finality and non

4 DIVINEC, L.: *Co by měl umět moderní datový archiv ve firmě?* [online]. [2017-03-06]. Available at: <<http://www.ictmanazer.cz/2011/11/co-by-mel-umet-moderni-datovy-archiv-ve-firme/>>.

– modifiability documents and be able to work with metadata to the archived data was not only a digital chaos. And to make matters worse, it have to be able to use without complex data migration to new types of servers and storage arrays that appear on the market sometime in the future. For those reasons are demands made on filing archiving systems especially high and its complexity exceeds backup solution. Digital archive must be sufficiently robust to allow authentication and storing unchanging data using a digital signature and at the same time the possibility of verifying that the data from the time of deposit remained unchanged.⁵

Data Archiving Information System works exclusively with data that has somehow arisen box. This is a structured data. Data structure maintains the information system. Logic data archiving information system is built on a simple principle – the value of data changes over time. No data have the highest value at the time of its creation. Then their value decreases. Nevertheless, the organization shall, on the basis of a legislative obligation to retain for a long time (about 5 to 10 years depending on the type of data). After that time-is not cost-effective to retain transaction is closed, the old data in the database information system. Data Archiving solves the transfer of these data from the information system database to another type of storage. An important principle which must be respected, says the data must still be viewable from the information system, as it owns them, and still maintain their structure.⁶ Sometimes there is the need to handle archive data as big data. Specific solution is described in the literature.⁷

In the case of archiving data stored in the information system is a structured data archiving. Their reconstruction is necessary not only compliance software compatibility (thus buying the next version of the program from the same supplier), but also hardware compatibility, which is virtually impossible conditions for decades. Thus the old structured data will have to be either from this long-term archiving excluded

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- 5 DIVINEC, L.: *Co by měl umět moderní datový archiv ve firmě?* [online]. [2017-03-06]. Available at: <<http://www.ictmanazer.cz/2011/11/co-by-mel-umet-moderni-datovy-archiv-ve-firme/>>.
 - 6 MRÁZ, J.: *IW: Archivácia dát informačného systému.* [online]. [2015-10-06]. Available at: <<http://www.itnews.sk/tituly/infoware/2010-08-23/c135372-iw-archivacia-dat-informacneho-systemu>>.
 - 7 TRNKA, A.: Big Data Analysis. In *European Journal of Science and Theology*, 2014, Vol. 10, Suppl. 1, p. 143-148.

completely, or at a high cost transformed into a new form (structure). One approach to make archiving process not only to be more efficient, but over the decades allow it, is the change of structured data to unstructured. This usually means transforming them into a commonly used file formats (export) documents such as Office applications. At the cost of losing data structures (and thereby reduce the ability of searching and matching) we ensure easy and inexpensive availability of the data. In this process, we should also choose file formats that are time-tested and have proven their ability to maintain the compatibility over decades. One of these formats is mainly image file formats. The advantage is also a number of free programs for their display (i.e. free licenses).

5 Possibilities of labelling

We have focused mainly on the text information and the images, because many programs used for:

- bibliographic references in the library,
- labels machinery,
- insured events,
- changes in cadastral maps,
- description of the measuring instruments during countdown,
- range available in the store,
- cabling,
- utilities,
- apartment houses,
- additional information on the lists,
- geographic highlights.

Labeling photographic documentation should be everywhere additional information is necessary to display information and would unduly interfere with the integrity of the photo or image.

Benefits:

- We have all the information in one file and can view them as needed.
- No need to maintain information using a number of source.
- Additional information can be placed directly on the object that is in the photographs of the show and we want to describe.
- Can be multilevel describe (through the use of multiple layers).
- Interactive display according to the needs (by displaying a particular layer).

- Long-term archiving of generally recognized and simple.
- There are plenty of available software tools.
- Possibility automated processing (input information) drawbacks.
- Low level of automation in the case of mass production.
- Labor intensity when entering information.
- High demands on the quality of the location of additional information.



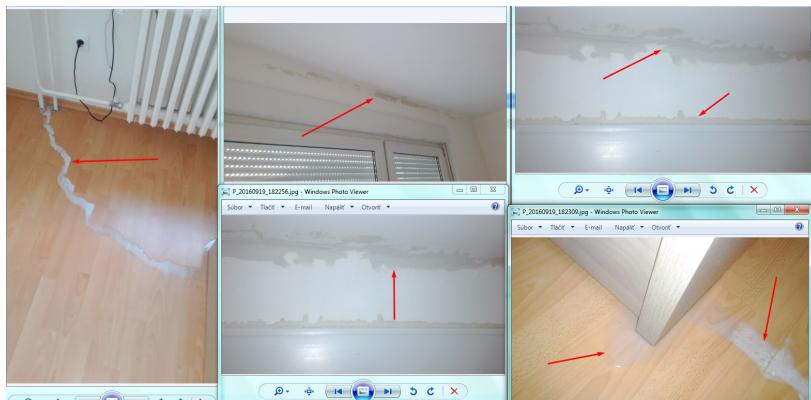
Picture 1: Labeling layers in Photoshop – Bibliographic references in the library

Source: own processing



Picture 2: Labeling layers in Photoshop – Labels machinery

Source: own processing



Picture 3: Labeling layers in Photoshop – Insured events

Source: own processing



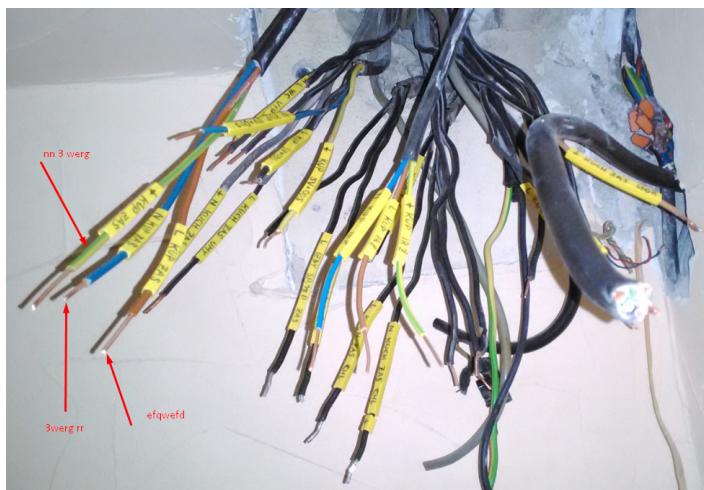
Picture 4: Labeling layers in Photoshop – Changes in cadastral maps

Source: own processing



Picture 5: Labeling layers in Photoshop – Description of the measuring instruments during countdown and Range available in the store

Source: own processing



Picture 6: Labeling layers in Photoshop – cabling

Source: own processing



Picture 7: Labeling layers in Photoshop - Apartment houses

Source: own processing



Picture 8: Labeling layers in Photoshop - geographical highlights

Source: own processing



Picture 9: Labeling layers in Photoshop – utilities

Source: own processing

6 Using labelling in Photoshop layers for archiving photographic documentation

If we want to use this method for long – term archiving any data stored as graphic object in form of layers are fully readable and recognizable. We do not need to keep more data object, just one can handle it. We don't need to keep structuralized data, data are stored in unstructured form, so no information system and database is needed. For view records, it is possible to use some commercially available browsers * .psd files (eg. Free PSD viewer, IrfanView, MyViewPad, Picasa 3.6, etc.). Archived data

are virus resistible – psd data format cannot be virus infected, because is not executable.

If we focuses on the creation of electronic archive, which stores records intended for long-term archiving in unstructured form. Thus, in contrast to a database or data warehouse data are organized. For long-term storage of data in electronic form, it is important to choose such a format that is not only widely supported (such as * .doc), but also a well-known (in terms of its internal structure). This condition meets formats * .jpg, * .gif, * .bmp, and so on. Their disadvantage is the way of data representation in the form of 2D images. They thus have the opportunity (capability) to represent complex structures. Data are ordered chronologically and therefore would need to keep it on several such files, which represent the chronology, i.e. number sequence in the file name. (obr001.jpg, obr002.jpg obr063.jpg etc.) It was necessary to find such a format which would respect the conditions of the broad support known internal structure and representation with the ability chronology. A compromise which satisfies this purpose is a graphic format * .psd, it is a Photoshop file. Manufacturing practice contains many graphics and text objects where data sources can be different. This method can join many sources, which don't need to be store in structured form and we should use graphics representation and that means, archiving would be more simple and robust.

Conclusion

This solution can be used in many cases, from labeling bibliographic references in the library thru labeling cables and utilities, to geographical highlights or cadastral map. Main advantage is that original photography stills untouched and other information is on the place where we need to see it.

If all data (graphical and text) are embedded in one file, and if this type of file is commonly known, the main condition for long term archiving is fulfilled. There are other benefits above in this article. If we know the structure of future archive document, if we know the layout and if we have an access to key information, we also should automatize all process. This method is simple, cheap and available.

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BUILDING CUSTOMER RELATIONSHIPS AS AN ALTERNATIVE TO TRADITIONAL COMMERCIAL TOOLS

Diana Karaffová – Alena Kusá

ABSTRACT:

It is obvious that customer loyalty creates a relationship with a particular company or a brand. This relationship, however, needs to be built on trust and long-term cooperation. There are various subjective factors influencing a customer's value. A company regards a value as a cost it needs to incur to provide an added value to its customer. Therefore businesses are trying to find a consensus acceptable for the two parties. Value marketing is highly appreciated and preferred as it is closely linked to customer relationships and customer experience.

KEY WORDS:

CRM, customer experience, customer loyalty, customer relationships, relationship marketing

1 Factors influencing customer behaviour

Competititvity has been tougher in the 21st century than ever before. As stated by the economy portal Inc. only every fourth company out of 100 can survive – in other words 96 per cent of businesses are wound up within ten years.¹ Insufficient cash-flow and indebtedness are the main reasons. There are various factors resulting in company bankruptcy. The market is becoming more and more saturated with stronger competitors and more demanding customers. Consumers have better information resources at their disposal. The overall setting of marketing and marketing conceptions which were popular in the 20th century have undergone considerable changes in the last ten years' period. These changes influence not only traditional marketing tools themselves but also economic and marketing environment. The most important changes are as follows:

1 CARMODY, B.: *Why 96 Percent of Businesses Fail Within 10 Years*. [online]. [2016-07-01]. Available at: <<https://www.inc.com/bill-carmody/why-96-of-businesses-fail-within-10-years.html>>.



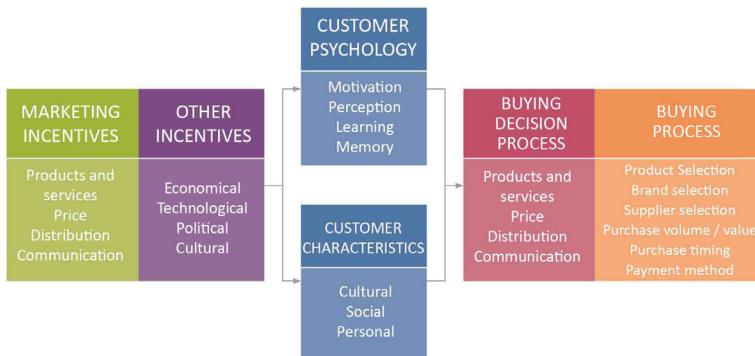
Picture 1: The latest marketing trends

Source: own processing

Transformation of marketing communication also reflects digital development as well as changes to communication behaviour. Information market has become oversaturated due to influence of social media which are taking up a position of traditional media as well as the role of opinion makers. Social media are providing enough room for more intense and more open communication between a company and a customer. A customer is being placed on the top of a pyramid while being an equal partner to a company. In today's market environment a customer is not only a part of a product level, but is included in „a company DNA“. A countervalue the company gets is more valuable than customer's „buying loyalty“. „*Having a loyal customer is a heart of every business*“² However, to reach this goal can be demanding. Kita states that customer behaviour defines the acts such as purchase and consumption which „*are obvious and comparable. These are important aspects of a customer's decision-making process*“³ Some consumers are able to show their desires and wishes while the others can not or do not know what they want. Therefore it is highly important for businesses and companies to analyse customers' wants and needs, perception and preferences. The following picture shows a connection between stimuli, consumers and their purchasing behaviour.

2 SCHIEFFER, R.: *Ten Key Consumer Insights*. Pennsylvania : South-Western Educational Pub, 2005, p. 135.

3 KITA, J. et al.: *Marketing*. Bratislava : IURA EDITION, spol. s.r.o., 2000, p. 75.



Picture 2: Model of consumer purchasing behaviour

Source: KOTLER, P., ARMSTRONG, G.: *Marketing*. Prague : Grada Publishing, 2004, p. 270.

Kotler keeps stating that consumers behave as a black box. Perception enters a black box where it is transformed into a file of observable reactions. Consumer's reaction reflects the overall perception of stimuli influencing a consumer in the process of satisfying his/her wants and needs. If a given company has fully satisfied customer's wants and needs, the next stage is purchase of a specific product. A consumer has to answer the following questions: *Where are we going to use a product? Who is it going to be used with? When is it going to be used? What is it going to be used for?* If we are able to answer the above mentioned questions, we can easily understand a customer value or improve product selection and marketing communication.

2 A customer as an equal partner instead of being an object of interest

For building a long-term relationship it is crucial to understand wants and needs of both present and potential consumers. It is essential to find out and analyse „*who is our end-user?*“, „*why is s/he shopping here?*“, „*what benefit does s/he expect?*“, „*what pleasure did s/he get from a given product?*“ Kulčáková states that: „*the analysis of consumer's wants and needs results from the analysis of his/her purchasing behaviour when acquiring, using and owning the products satisfying his/her wants*

and needs“⁴ Michon assumes that „a marketing manager is interested in what is being consumed and purchased. In fact this differentiation is more demanding than it seems because there are lots of tasks for an individual in relation to purchase.“⁵ Kita defines nine key roles in relation to a consumer and a particular business. „It is highly important for a company to know what state an individual finds himself/herself in and get him/her to the highest level possible, which is an influencer.“⁶

Individuals can be defined as follows:

- 1. an information collector** – looking for sufficient information which is needed to make a purchasing decision, visiting points of sale, asking sellers for information, comparing products, following special offers and sales;
- 2. an influencer** – recommending purchase of goods, e.g. an advertising agency recommends creative solutions to its clients;
- 3. a barrier to a flow of information** – an individual's formal or informal approval of the purchase;
- 4. a decision-maker** – based upon his/her own decision s/he motivates people to buy but does not purchase;
- 5. a buyer** – carrying out a business transaction and deciding on product selection;
- 6. a consumer** – using a particular product s/he has bought;
- 7. a user** – using a product very often without a need to buy it;
- 8. a customer** – participating in the process of exchange and satisfaction of wants and needs;
- 9. any other parties influencing purchase** – expressing their opinions which may or may not be taken into consideration.⁷

We believe that customer satisfaction is influenced by how their expectations are fulfilled, e.g. comparing expectations with reality. All the above mentioned terms are rather relative and could be modified by a number of factors which influence intensity of customer satisfaction.

4 KULČÁKOVÁ, M., RICHTEROVÁ, K.: *Spotrebiteľ na trhu*. Bratislava : Sprint Vfra, 1997, p. 20.

5 MICHON, C.: *Le marketeur*. Paris : Pearson Education, 2006, p. 60-61.

6 KITA, J. et al.: *Marketing*. Bratislava : Iura Edition, 2010, p. 84.

7 KITA, J. et al.: *Marketing*. Bratislava : Iura Edition, 2010, p. 85.

3 Customer relationship management (CRM)

Customer relationship management (hereinafter referred to as „CRM“) can be defined as a customer-focused business philosophy. Firstly it regarded a customer as a source of income, which is not valid any more, as businesses focus on building long-term relationships with their customers. We can state the example of the Czech Telekom which had long been a monopoly provider of phone services. Later it extended its product range due to market changes, swift IT development, tougher competitiveness in the IT market and other changes to its product portfolio.

Table 1: Development of customer marketing concept

Period	Marketing definition	Marketing priorities or categories
1960 – 1970	customer-focused	a product life-cycle, marketing mix, market share
1970 – 1980	customer-focused	market segmentation, product placement
1980 – 1990	focused on a customer portfolio	portfolio management, diversification, efforts to be perfect, fighting competitors
1990 – 2000	focused on customers' wants and needs	customer's wants and needs and satisfaction
2000 – present	focused on a customer value	relationships of cooperation between a buyer and a seller

Source: own processing

As stated above a customer relationship manager can be defined as a key tool of company management from the point of view of customer relationships. As far as customer satisfaction is concerned it is necessary to understand all the circumstances with regard to purchase as well as customer specificities. Therefore businesses have to analyse accurate information. Data are one of the greatest company assets not only for large businesses (those who use data stocks and more sophisticated methods, e.g. data mining) but also small ones where data are being processed through local solutions, individual tools or excel tables. The management itself can be defined from the technological point of view (i.e. software and analytical tools) or the functional point of view (i.e. customers, partners or suppliers).

The main aim of the technological CRM is to provide the following data (as stated by Řezáč):

1. understanding customers by their customer profile;
2. encouraging customers to prefer a particular business or its products;

3. maintaining current customers, building loyalty, adjusting customer programmes;
4. the ability to appeal to new customers, predicting their future behaviour;
5. identifying key business processes leading to higher customer satisfaction;
6. creating a marketing strategy to maintain current customers and acquiring new ones;
7. adapting communication and distribution channels to specific customer segments.⁸

Businesses have to invest considerable finance not only in technologies but also in human resources. Quality data management is crucial for every business system. There has to be a synergy of business, service as well as economic departments in order to maintain high-quality, up-to-date and consistent data and eventually to maintain and improve relationships with a perspective customer. Thus businesses deal with not only objective data (contact data) but also analytical ones, i.e. they analyse consumer behaviour, understand preferences with regard to sale or communication channels and many others. The main objective of CRM is creating a large system in order to systematize and administrate all the data providing any kind of information on given entities. The data have to be managed by a selected strategic approach through all the company hierarchy while taking into consideration such parametres such as a company size, its field of business, market position, product offer, technologies available, types of customers or its business strategy.

4 Traditional vs relationship marketing

As stated by www.statista.com the total advertising costs of businesses amounted to \$547mld in 2017, which accounts for more than a 4% growth on a yearly basis. It can be assumed that commercial tools using print media, Internet, TV or radio commercials will be on a constant growth. However, when being asked about the most powerful source of information, a word of mouth is regarded as the most effective and the most reliable tool (recommendations from the family, friends or by way of references). It is worth noting that this marketing tool costs „nothing“

8 ŘEZÁČ, J.: *Moderní management*. Praha : Computer Press, 2009, p. 123.

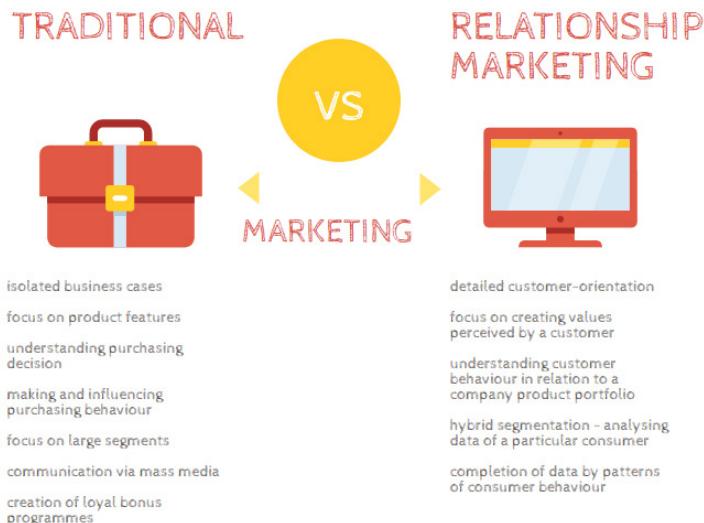
even though it is usually the most difficult way to take.⁹ The research by Deloitte from the year 2015 analysed consumers' purchasing decisions where up to 86% of people are influenced by recommendations, especially in the socio-media environment (61%). On the contrary, only 61% of respondents decide by advertising or commercials.¹⁰ In contrast to one-time purchase, this type of strategy has its roots in building customer loyalty and engaging long-term clients. Its main advantages are more spontaneous brand affinity, positive recommendations and references by customers and last but not least – repetitive purchase with higher spending in contrast to first-time or one-time buyers. As stated by Buchanan and Gillies „*there are various factors influencing higher profitability and relationship marketing and these are*“:¹¹

- 1. Loyalty** – loyal customers do not do their shopping at competitors', they are less sensitive to prices as they focus more on a value rather than a price.
- 2. Basis for promoting „word of mouth“** – strong relationships are crucial for high Net Promoter Score – a chance that a customer will positively refer to a brand or products.
- 3. Fidelity** – long-term customers do regular shopping. As a result, keeping loyal customers costs less than acquiring new ones.
- 4. Sale expansion** – long-term customers tend to buy additional products, new product ranges or extra products.

9 *Global Advertising Spending*. [online]. [2016-07-01]. Available at: <<https://www.statista.com/statistics/236943/global-advertising-spending/>>.

10 BELSON G. et al.: *Digital Democracy Survey: A Multi-Generational View of Consumer Technology, Media, and Telecom Trends*. Deloitte. [online]. [2016-07-01]. Available at: <https://www2.deloitte.com/content/dam/Deloitte/se/Documents/technology-media-telecommunications/Digital-Democracy-Survey-DDS_Executive_Summary_Report_Final_2015-04-20-tmt.pdf>.

11 BUCHANAN, R., GILLIES, C.: *The Key to Customer Retention and Profitability*. Glasgow : European Managemet, 1990, p. 523-526.



Picture 3: Comparing traditional concept and relationship marketing

Source: WISENBLIT, J.: *Behind Marketing Concept*. South Orange : Section hall University, 2006, p. 232.

Based upon psychological aspects, marketers attempt to build a long-term and what is more an active relationship with a particular customer. A loyal customer spends 67% more than an ordinary one. When it comes to costs, acquiring a new customer is five or ten times more expensive. Consequently, relationship marketing is currently experiencing a big boom.¹² There is one more crucial factor to consider when investing into customer relationship – a knowledge base and detailed information on purchasing behaviour. The knowledge base represents several advantages especially when businesses are able to identify, analyse, predict and forecast future consumer behaviour. This term is often referred to as customer experience.

12 KOLOWICH, L.: *7 Customer Loyalty Programs That Actually Add Value*. [online]. [2016-07-01]. Available at: <<https://blog.hubspot.com/blog/tabid/6307/bid/31990/7-Customer-Loyalty-Programs-That-Actually-Add-Value.aspx#sm.0001eomy3pavle80q851y846a5fbk/>>.

5 Customer experience and value marketing

Customer experience represents a topic where it is almost impossible to translate something qualitative into something quantitative. The Harvard Business article sets forth that „*customer experience is not only a key element in critical moments with a customer, but rather accumulated measurement and the analysis of a customer in different moments of a mutual contact. Its main goal is to define a real relationship and comprehension or detect insufficiency or dissatisfaction. All this results in a psychological aspect.*“¹³ A recent comparative study by Autotask found out that 85% of service providers had set customer experience as their priority objective. It is interesting to note that only 10% of these businesses are actively using a customer experience metrics while only 9.5% consider themselves excellent when collecting customer data.¹⁴ Nothing to be measured, nothing to be evaluated.

A customer value can be measured as a difference of totals of all the assets and all the costs of a particular offer from the viewpoint of a potential customer. Total assets represent a financial value as well as economic, functional or psychological benefits s/he is expecting a product or a service to have. On the other side there is a business which needs to find a consensus between what it can provide to a customer as a value and what a customer is willing to pay. Even though sustainability and the highest satisfaction are what a business aims to provide to its customers, its main objective is to be profitable and build customer loyalty. Therefore there are two lines to be seen: a value as a benefit that a customer acquires when purchasing a product (consumption) and acquisition of loyal customers (an economic benefit for a business itself).¹⁵ „*In order to maintain a maximum value and keep satisfaction on an optimal level or*

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- 13 RAWSON, A., DUNCAN, E.: *The Truth About Customer Experience*. [online]. [2016-07-01]. Available at: <<https://blog.hubspot.com/blog/tabid/6307/bid/31990/7-Customer-Loyalty-Programs-That-Actually-Add-Value.aspx#sm.0001eomy3pavle80q851y846a5fbk/>>.
 - 14 MOLINA, C.: *Measurement / How to Measure Customer Experience*. [online]. [2016-07-01]. Available at: <<http://www.thecustomerexperience.es/en/chapters/chapter4.html>>.
 - 15 Compare to: KUSÁ, A. et al.: *Spotrebiteľ a spotrebiteľské správanie v kontexte psychológie a sociológie trhu*. Trnava : FMK UCM in Trnava, 2015, p. 50; MENDELOVÁ, D., ZAUŠKOVÁ, A.: Innovation in the Slovak Advertising Environment. In *Communication Today*, 2015, Vol. 6, No. 1, p. 39-56; ČÁBYOVÁ, L.: *Marketing a marketingová komunikácia v médiách*. Łódź : Księży Młyn Dom Wydawniczy Michał Koliński, 2012, p. 211.

offer a customer exactly what s/he wants and needs, it is important to work effectively and be cost-efficient by „customizing“¹⁶ In order for a company to be able to customize, it is necessary to identify a subject matter of a customer value. We can assume that customer experience will certainly be one of the most important tools when implementing value marketing or marketing communication.

Examples of customer's experience applied in value marketing:

a. Building relationships through personalised direct mail

Campaign content: The Company Direct Recruitment provides services in the field of human resources or personalised services, e.g. sending birthday wishes from a CEO to customers (or candidates) using a personal network database. When recommending his/her friend for a particular work position, an addressee could choose one of the three gifts.

Result: The was a multidisciplinary effect – the company used reference marketing and improved a staff recruitment process or a candidate list thanks to its personalised approach (a birthday wish) with precise timing. A reward substitutes traditional marketing methods with minimum costs in contrast to a standard advertising campaign.

b. A successful bonus programme of an airline company

Campaign conten: Qatar Airways as the best airline company in the world used to have its bonus programme which, however, generated no financial profits nor even increased customer loyalty.

Implementation and results: As a result, the company created a special programme for its 3m clients. Instead of collecting miles and points it reflected travellers' requirements who were able to choose benefits for top clients or Marco Polo traveller class based upon their purchasing behaviour (e.g. a short-haul/a long-haul flight, a number of flights, etc.). The campaign was launched in 4/ 2016 and after the third quarter of 2016 the company recorded a 15% growth in the number of customers.

c. Company Social Responsibility Campaign – CSR

Campaign content: Customers of Patagonia, the company selling outdoor clothing, wanted more than just points and a bonus programme. In cooperation with eBay they launched a new on-line shopping campaign of Patagonia outfits via eBay website.

16 PALMER R.: *The Service Encounter*. [online]. [2016-07-01]. Available at: <<http://highered.mcgraw-hill.com/sites/dl/free/0077107942/159906/03Palmer.pdf>>.

Implementation and results: Simultaneously the company launched the project named „\$20 Million and Change Fund” to finance start-ups in the field of environmental protection. The brand presenting a high-quality product promoted sustainability and company social responsibility as one of its main principles and values. It matched perfectly the target audience by offering a value their customers will certainly be keen on.

6 Resumé

The above mentioned latest changes in the market environment have already defined newly-applied approaches in customer communication. Thanks to individual marketing techniques businesses focus on targeted, personalised and individual forms of communication in contrast to old-fashioned mass and large-scale communication methods. There are several factors creating an added value for a company, e.g. an individual and a tailored price offer, engagement of a customer in product development or sale, open discussions or affinity enhancement. Communication is turning into a discussion while promoting “engagement” or “empowering”. Nevertheless, it is not only communication which has changed. Communication is only a tool presenting the changes through various channels. A customer is a key person in the whole process.

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GAME JAM AS A TOOL FOR GENERATING INNOVATIONS IN THE GAMING INDUSTRY

Barbara Klimeková – Anna Zaušková

ABSTRACT:

There are more than twenty gaming studios in Slovakia. Some of them do their business in the global market such as Pixel Federation, others are known within the local community such as the Farm Games RPG. Although the industry is taking off among general public and investors' community, the Slovak gaming industry is still in its infancy. This new industrial direction brings about new marketing and new innovations. A game jam has been the latest trend coming to our market - an event for the gaming community promoting new gaming techniques, their implementation and their modern design. At first the paper deals with the current state of gaming industry in Slovakia. Secondly it defines a so-called hackathon while focusing on its special place in creative and gaming industry. The last part of the paper describes some examples of new innovations occurring in Slovak game jams events.

KEY WORDS:

game-jam, gaming industry, hackathon, innovation

1 Gaming industry in Slovakia

„The arrival of smartphones in gaming business has changed a lot. Even those who see PC games as a purely childish game are able to collect points or destroy enemies via their phones. A new generation of people have appeared who are learning to pay for gaming software in their smartphones. Even in Slovakia.“¹ Gaming industry is one of the youngest in Slovakia. The field of gaming industry or smartphone applications requires use of reliable payment methods in the online environment (security, reliability) as well as their sufficient market penetration. As stated by the research „Mapping of cultural and creative industry in Slovakia“ by Centire and elaborated for the Ministry of Culture of the Slovak Republic in December 2016, the Slovak gaming industry can be defined as a separate field of business. On the other hand, it lacks certain features such as animation, multimedia design as well as its penetration

1 BIEL, M.: How Are We Going to Play and Why Gaming Business Keeps Changing. In *eTrend*, 2013, 28/2013, p. N/A. [online]. [2017-03-18]. Available at: <<http://www.etrend.sk/trend-archiv/rok-2013/cislo-28/ako-sa-budeme-hrat-a-preco-sa-meni-herny-biznis.html>>.

in foreign markets. The field of gaming industry is not clearly defined and it lacks relevant data on its economic efficiency.

Overall awareness or complex background do not exist. The Slovak Game Developers Association (SGDA) was founded as the first step to structure the industry. It was set up by people from the field – Filip Fischer (a co-founder of Pixel Federation Studio), Marián Ferko (a co-founder of Cauldron Studio), Pavol Buday (a former editor-in-chief of the portal Sector, a present PR manager and a conference manager), Marcel Klimo (a consultant for gamification and game design) and Adam Šabla (a designer). The main goal of the Association is to support Slovak creators, promote their activities at domestic as well as foreign conferences and unify them so as they could cooperate easily and exchange their experience. The Association is going to focus on education and awareness. At the same time it is organising schools of game development, e.g. Skill Drill held by EduLab and Fixel Federation. Specialised events with focus on innovations in this area have become the latest trend. They complement so-called „hackathons“ which have already become a household name in Slovakia in IT and creative industry as a flexible tool how to create inventions and support the community. The term of an innovation can be defined as a specific creative process combining existing attributes with the aim to create a unique thing.² In gaming industry the innovation can be seen as a unique game design or brand new gaming technologies. Pokemon Go has been one of the most significant game innovations in the Slovak market.³ The idea of so-called augmented reality is not completely innovative, but its creators have managed to combine a popular brand with new technologies and social media. Nobody has ever succeeded in this field before. Moreover, a new form of advertising has appeared. Thanks to augmented reality the players would go to local stores and have become pioneers of so-called virtual checkpoint. Stores themselves can invest in these brand new technologies to attract new masses of clients by an attractive form.

2 ZAUŠKOVÁ, A., LOUČANOVÁ, E.: *Innovative management*. Zvolen : Technical University in Zvolen, 2008, p. 48.

3 Pokemon Go is a mobile application based on the principle of augmented reality launched in July 2016. The game combines the game environment with the real world thanks to GPS and a camera (remark by the authors).



Picture 1: Pictures from the game Pokemon Go

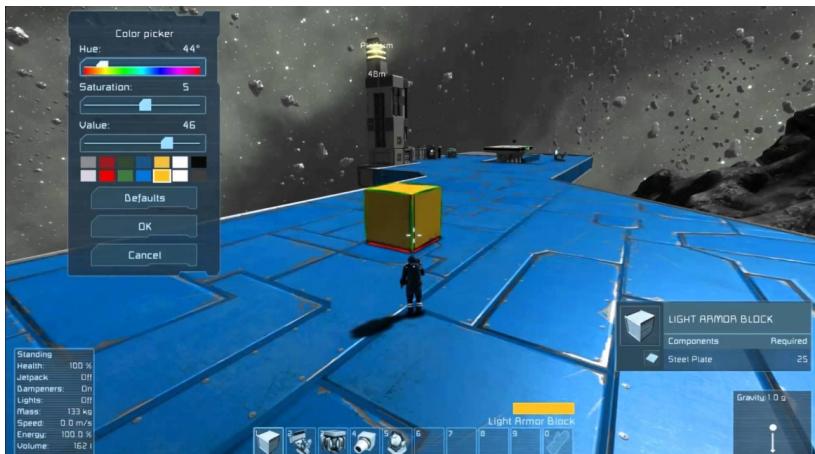
Source: *Androidportal*. [online]. [2017-03-18]. Available at: <<https://androidportal.zoznam.sk/>>.

Space engineers represent another type of innovations in the Slovak gaming industry. Its creators offered a new type of environment where players act as main characters. Gaming industry had not provided such an opportunity so far. The game is placing interactivity on a different level because it allows modifications of any kind. Thanks to this new technology more than 1.5m pieces of the game have already been sold.



Picture 2: A picture from the game Space engineers

Source: *Spaceengineers*. [online]. [2017-03-18]. Available at: <<http://www.spaceengineers.com>>.



Picture 3: Illustration of interactivity in the game Space engineers

Source: *Spaceengineersgame*. [online]. [2017-03-18]. Available at: <<http://www.spaceengineersgame.com>>.

Lots of other unique inventions have also been launched thanks to the above mentioned events for gaming and developers communities – in other words game jams or hackathons.

2 Hackathons and gamejams

A hackathon integrates two non-related words: „Hack“ – referring to fast work producing what is needed and „Marathon“ – a long and demanding task. A hackathon can be simply defined as a platform encouraging teams to cooperate intensively when solving a problem or proposing new innovative solutions and connections. A hackathon combines the aspects of cooperation and competition in order to generate maximum creative efforts of the teams. A hackathon has its origins in programming and developing community of the 90s. This tool enabled creation of new mobile applications, videogames or web softwares and data analysis softwares. Hackathons are extremely effective in specific situations.⁴ In general a hackathon offers various advantages, such as:

- new problem solutions for companies in short time;

4 MASON, H. et al.: *Trend-Driven Innovation: Beat Accelerating Customer Expectations*. New York, London : John Wiley & Sons, 2015, p. 368.

- joint development of solutions enhances a feeling of community and engagement;
- employees learn to implement methods of systematic creativity and innovations;
- external– open hackathons help to gain an objective insight from the public;
- a hackathon enables creation of networks and communication among specific departments and business units within a company.

A Game Jam is referred to as a specific type of a hackathon thanks to certain common features. Game Jam events have become a great phenomenon for game developers and enthusiasts. They gather fans in one place for a short period of time (usually from 24 to 48 hours) to cooperate intensively in groups and develop new gaming approaches, technologies or designs. Game Jam provides a special platform for collaborative and creative expression and creation of new inventions. As well as hackathons, game jam events have to result in a prototype. The biggest game jam events such as Global Game Jam can join more than 10,000 fans and specialists from all over the world. Such events are held in more than 600 places worldwide simultaneously. There is always an initial topic the participants did not know about. Then they start cooperating on their prototypes in teams. All the parts of the game such as graphics, music, sound, screenplay and a special gaming technique have to be created right in that place. On the last day the teams present their proposals on an international level via the platform globalgamejam.org. Certain hackathons focus on a specific topic, e.g. education. The term of a hackathon is still rather unknown even among scholars. Although there are various definitions hereof, reliable expert articles and literature do not exist. Annakaisu Kultima from University of Tampere Game is one of the most famous authors. Kultima combines her game experience with other opinions presented in expert literature while stating that: „*Game jam is an intense event during which a new game is expected to be created and all the new approaches are to be shared publicly.*“⁵

5 KULTIMA, A.: *Defining Game Jam*. [online]. [2017-03-21]. Available at: <https://www.researchgate.net/publication/281748266_Defining_Game_Jam>.

3 Game jam events in Slovakia

There has recently been a new phenomenon influencing our market. The first official game jam was held by the association *A Young Dog* in the Goethe Institute in 2015. It was called Bratislava Game Jam and there have already been two successful years with a lot of innovations awarded by an international jury. The topic of the first year of Bratislava Game Jam event focused on educative games and development of a language. The main goal of the event was to create an innovative game in a limited time. Overall twenty-nine game developers, programmers and graphic designers participated herein. Eight new and functioning prototypes were created. A competition is an unseparable part of game jam events. The event is based on the principle of a team competition while the solutions are evaluated by experts from the field.

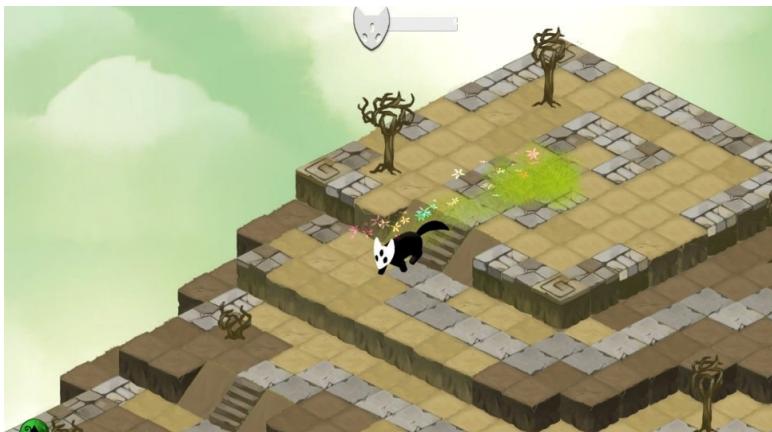


Picture 4: Illustration from the game „A dog ate my homework“

Source: Bratislava Game Jam. [online]. [2017-03-18]. Available at: <<http://bratislavagamejam.sk>>.

Creative games such as „*A dog ate my homework*“ or „*Bliss*“ belong among the most innovative solutions. „*A dog ate my homework*“ is a so-called „point-and-click“ adventure specially designed for tablets. This simple game shows how to learn differences between a word and a picture as well as relations between various objects in a funny way. It is specially designed for children. It is considered innovative thanks to its original

gaming technique and process analogue solutions. It can be said that the game functions on a simple principle of converting texts into images. The text uncovers the story of a little boy walking from school. The game is designed for study of foreign languages.⁶ The participants from the field of artistic creation took part in the second year of the session. Due to limited time and topics the participants have to be concentrated, make quick decisions and try unusual approaches while building community and sharing experience. The game *Sprout* was voted the most innovative invention of the given year. It defined the topic of a game jam in a unique way combining high-quality sound, user-friendliness and environmental issues. The game tells the story of a destroyed world where the player's task is to renew life on the earth through the character of a little fox.



Picture 5: Illustration from the game Sprout

Source: Bratislava Game Jam. [online]. [2017-03-18]. Available at: <<http://bratislavagamejam.sk>>.

The phenomenon has really taken off in the region of Žilina. „Fest Anča Game Jam“ was held as an accompanying part of the Festival of animated films three years ago. Its main aim was to inform the wide public and domestic actors and film experts on international animated films, pass valuable experience of professionals and meet game developers through seminars and informal meetings.⁷ Innovative games from Slovakia had

6 The game is available for free in a beta version for all the devices using Android and Windows OS on the following webpage: <http://peterf.itch.io/dog-ate-my-homework> (remark by the authors).

7 *Fest Anča Game Jam.* [online]. [2017-03-21]. Available at: <<http://festanca.sk/2016/fest-anca-game-jam/>>.

already been highly appraised by the Serbian artist and art theoretician Kristian Lukić, the German game developer Matthias Guntrum or Lara Noujaim, the co-founder and the marketing director in the Lebanese game studio GameCooks and in addition, one of the women leaders in gaming industry in the Arabian world. Therefore game jam events can be seen as a perfect opportunity how to build international cooperation in gaming industry or improve image of Slovakia in the field of game innovations.

Conclusion

Even though the gaming industry is a brand new field of business, we lack sufficient academic or economic studies on its development and importance. Therefore the events such as game jams can contribute considerably to its further evolution. This phenomenon has gradually become a household name in other spheres with gaming background and has taken off in both the gaming as well as inventors' community. Consequently, game jam events should be naturally structured and unified in order to implement them into the corporate environment. Therefore they can be used for creation of multidisciplinary inventions in order to educate wide public through non-traditional games.

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MARKETING INFORMATION AND ITS IMPACT ON GENERATION Z

Václav Kupec

ABSTRACT:

The marketing mosaic consists of many unique pieces that make a perfectly compact whole provided they are placed together carefully. However, at present it is not easy to put together the mosaic so that it bears appropriate marketing information. This is particularly true for *Generation Z*, whose communication oscillates between live and digital environments, which also correlates with their specific perception of information. The aim of the presented study is, therefore, to define *Generation Z*'s relationship to marketing information depending on the source of the information. The methods used in the project include marketing research, calculation of results and final presentation using descriptive statistics on a sample of the abovementioned demographic group. Consequently, the conclusion deals with verification of the hypothesis which assumes that *Generation Z* is resistant to information coming from traditional channels. In this way, company management can use the findings for more efficient marketing communication and innovative approach to target segments.

KEY WORDS:

communication, generation Z, information, management, marketing

Motto

Simply put, we befriend people with similar views and social status. It takes up a lot of energy to incessantly collide with people that have radically different views. Therefore, people choose a simpler way.

Josef Šlerka

Introduction

In their study, the Vicario scientific team analyzes people's behaviour and the spreading of information in the digital space: "*Users tend to aggregate in communities of interest, which causes reinforcement and fosters confirmation bias, segregation, and polarization. This comes at the expense of the quality of the information and leads to proliferation of biased narratives fomented by unsubstantiated rumours, mistrust,*

*and paranoia.*¹ The aggregation, which has also been studied by Bessi,² is reflected in the current Social Media Bubble (SMB) hypothesis. This term, used by Tabery in his text, is developed by Bauman, who describes the aforementioned space as a zone, where the only audible sounds are those of one's own voice and the only images are reflections of one's own face,³ of individual people in a certain social media group, or a bubble (social media such as Facebook, Instagram, Snapchat, etc.). Reaching this closed group with appropriate information with marketing overlap becomes a challenge for marketing strategies. This is particularly true for the consumer segment of *Generation Z*, which Prensky lists among the *Digital Natives*⁴ – a group of people that are deeply involved in the digital space. Therefore, marketing management has to innovate its approaches aimed at providing this target group with appropriate information they need in order to make decisions. The aim of the presented study is, therefore, to define *Generation Z*'s relationship to marketing information depending on the source of the information.

1 Review of literature

*"The current fast-changing environmental conditions mean that every business has to manage its marketing information as efficiently as possible."*⁵ This thesis by Strydom is linked to a concrete specification of marketing information which is derived from an information theory by Nobel prize-winner Wiener.⁶ According to Kotler – Armstrong, marketing information is created through understanding of the market and buyers,⁷ which was extended by Wiid – Diggines, who underline the impact marketing information has on the development of products

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- 1 DEL VICARIO, M. et al.: The Spreading of Misinformation Online. In *PNAS*, 2016, Vol. 113, No. 3, p. 558.
 - 2 BESSI, A. et al.: The Economy of Attention in the Age of (Mis) information. In *Journal of Trust Management*, 2014, Vol. 1, No. 1, p. 2.
 - 3 TABERY, E.: Zničí Facebook demokracii? In *Respekt*, 2016, Vol. 27, No. 5, p. 18.
 - 4 PRENSKY, M.: Digital Natives, Digital Immigrants. In *On the Horizon*, 2001, Vol. 9, No. 5, p. 1.
 - 5 STRYDOM, J.: *Introduction to Marketing*. Cape Town : Juta, 2004, p. 81.
 - 6 FAUCHER, K. X.: *Metastasis and Metastability: A Deleuzian Approach to Information*. Rotterdam : Sense Publishers, 2013, p. 10.
 - 7 KOTLER, P., ARMSTRONG, G.: *Principles of Marketing*. New Jersey : Pearson Education, 2010, p. 125.

and strategies,⁸ similarly to Matúš – Čábyová – Ďurková.⁹ Marketing information is currently understood as subjects of facts in a form that is suitable to support the decision-making process,¹⁰ together with the marketing content according to Petrů.¹¹ In the frequently used digital space such content can be focused on providing information to customer segments. *Generation Z* belongs among highly exposed segments of today which work with digital technologies (ICT) as defined by Herout,¹² or with digital information in a truly multiplying manner. A primary division of generations based on their approach to ICT was carried out by Prensky.¹³ His theory was extended by Spitzer, who singles out the significant approach generations born after 1980 have to ICT.¹⁴ McCrindle defined *Generation Z* as a demographic group of people born after 1995.¹⁵ According to Egan, these people are abandoning the one-way model of communication and their exchange of information is two-way,¹⁶ which the digital space allows.

According to Herout¹⁷ and Kotler – Armstrong, this is due to the changing forms of communication, technology and relationships¹⁸ which began in the 1970s and are labelled as the late modernity period.¹⁹ In this context, *Generation Z* is perceived as a social group, or a set of actors that interact with one another, affect one another and apprehend themselves and one

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- 8 WIID, J., DIGGINES, C.: *Marketing Research*. Cape Town : Juta, 2010, p. 2.
 - 9 MATÚŠ, J., ČÁBYOVÁ, L., ĎURKOVÁ, K.: *Marketing – základy a nástroje*. Trnava : FMK UCM in Trnava, 2008, p. 38.
 - 10 STRYDOM, J.: *Introduction to Marketing*. Cape Town : Juta, 2004, p. 81.
 - 11 PETRŮ, N.: New Approaches in the Banking Sector to Communicate with Customer Segments. In MATÚŠ, J., PETRANOVÁ, D. (eds.): *Marketing Identity: Digital Life – part II. Conference Proceedings*. Trnava : UCM in Trnava, 2015, p. 191.
 - 12 HEROUT, L.: Use of the Information and Communication Technologies with the Internet Access by the Pupils of Elementary Schools. In *EDULEARN16 Conference. Conference Proceedings*. Barcelona : IATED, 2016, p. 1057.
 - 13 PRENSKY, M.: Digital Natives, Digital Immigrants. In *On the Horizon*, 2001, Vol. 9, No. 5, p. 1.
 - 14 SPITZER, M.: *Digitální demence*. Brno : Host, 2014, p. 185.
 - 15 MCCRINDLE, M.: *The ABC of XYZ: Understanding the Global Generations*. Sydney : UNSW Press, 2009, p. 10.
 - 16 EGAN, J.: *Marketing Communication*. London : Sage, 2015, p. 29.
 - 17 HEROUT, L.: *Elektronické studijní opory v prostředí terciárního vzdělávání*. Praha : Powerprint, 2016, p. 21.
 - 18 KOTLER, P., ARMSTRONG, G.: *Principles of Marketing*. New Jersey : Pearson Education, 2010, p. 428.
 - 19 HAVLÍK, R.: *Úvod do sociologie*. Praha : Karolinum, 2015, p. 86.

another,²⁰ which takes place in the digital space and is linked to the *Small-World Problem* theory by Milgram. In his theory, Milgram claims that in a specific environment every two members have a finite number of links that, provided they are connected, create a chain, at the ends of which the two original members will be placed,²¹ which affects the way information is spread in the digital space.²² The outlined generational evolution of communication, in this case that of *Generation Z*,²³ must become part of innovative strategies employed by company managements, as Daft²⁴ and Griffin²⁵ note. This is particularly true when it comes to using digital space and marketing information, or personalization of data, whose amount and availability increase exponentially. Companies can make use of this situation to process marketing information, according to theories by Silveira – Borenstein – Fogliatto, as a conscious intake of marketing information by the selected segment,²⁶ or its unconscious intake according to theories by Gála – Pour – Šedivá.²⁷ Thus, the latest overview of the state of scientific knowledge outlines points of departure for further research and confirms the correlations between marketing and management.²⁸

2 Material and methodology

The study focuses on marketing information, or its optimal form, received by a target group. Therefore, Wiener's theory is the basic premise of the study: "*Information is a name used for a content of what*

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- 20 NOVOTNÁ, E.: *Sociologie sociálních skupin*. Praha : Grada, 2010, p. 10.
 - 21 MILGRAM, S.: The Small-World Problem. In *Psychology Today*, 1967, Vol. 1, No. 1, p. 61.
 - 22 KUPEC, V.: Marketing Research of Digital Life of Bank Clients. In MATÚŠ, J., PETRANOVÁ, D. (eds.): *Marketing Identity: Digital Life – part II. Conference Proceedings*. Trnava : UCM in Trnava, 2015, p. 117.
 - 23 McCRINDLE, M.: *The ABC of XYZ: Understanding the Global Generations*. Sydney : UNSW Press, 2009, p. 10.
 - 24 DAFT, R. L.: *Management*. Mason : South-Western, 2014, p. xvii.
 - 25 GRIFFIN, R. W.: *Fundamentals of Management*. Boston : Centage Learning, 2016, p. 4.
 - 26 SILVEIRA, G., BORENSTEIN, D., FOGLIATTO, F. S.: Mass Customization. In *International Journal of Production Economics*, 2012, Vol. 138, No. 1, p. 15.
 - 27 GÁLA, L., POUR, J., ŠEDIVÁ, Z.: *Podniková informatika*. Praha : Grada Publishing, 2009, p. 132.
 - 28 KOTLER, P., KELLER, K. L.: *Marketing Management*. Praha : Grada Publishing, 2013, p. 515.

*is exchanged with the outer world when we adapt to it and affect it through our adaptation.*²⁹ In the context of marketing, information has been discussed by Kupec – Kretter,³⁰ Matúš – Čábyová – Ďurková,³¹ or Strydom.³² Provided it is possible to connect the technically oriented Wiener's theory and theories by these authors, then marketing information can be understood as content which bears a commercial message that serves for communication between a seller and a buyer, in this case *Generation Z*. The presented chapter focuses firstly on an analysis of marketing information and secondly on an analysis of the study's subject – *Generation Z*.³³ Scholz³⁴ and Seemiller – Grace give its material definition as they notice its relationship to the digital space: "*Generation Z sees the world through multiple screens, but as evidence by their we-centric attitudes, they recognize that societal issues are much larger than just themselves.*³⁵ Seemiller – Grace explicitly point out the relationship between *Generation Z* and the acquired information.³⁶ The importance of the study of the information transfer primarily from *Generation Z* to *Generation Z* is confirmed by Foret's basic theory of modern marketing approaches.³⁷

The subject of the study – *Generation Z* – lives primarily in the digital space. In this context, digital space means mainly social media, labelled as Online Social Networks (OSN) by Arnaboldi et al.³⁸ Kotler – Armstrong give the following definition of this notion: "*Online Social Networks – blogs, social networking Web sites, or even virtual worlds – where people socialize or exchange information and opinions.*³⁹ At the same time, other

29 TOMAN, P.: *Teorie informace*. Praha : VŠE, 1993, p. 12.

30 KUPEC, V., KRETTER, A.: Měření atributů marketingových informací. In *Communication Today*, 2013, Vol. 4, No. 1, p. 109.

31 MATÚŠ, J., ČÁBYOVÁ, L., ĎURKOVÁ, K.: *Marketing – základy a nástroje*. Trnava : FMK UCM in Trnava, 2008, p. 38.

32 STRYDOM, J.: *Introduction to Marketing*. Cape Town : Juta, 2004, p. 81.

33 McCRINDLE, M.: *The ABC of XYZ: Understanding the Global Generations*. Sydney : UNSW Press, 2009, p. 10.

34 SCHOLZ, CH.: *Generation Z*. Weinheim : Wiley – VCH Verlag, 2014, p. 11.

35 SEEMILLER, C., GRACE, M.: *Generation Z Goes to College*. San Francisco : John Wiley and Sons, 2016, p. 17.

36 SEEMILLER, C., GRACE, M.: *Generation Z Goes to College*. San Francisco : John Wiley and Sons, 2016, p. 25.

37 FORET, M.: *Marketing pro začátečníky*. Brno : Edika, 2012, p. 7.

38 ARNABOLDI, V. et al.: *Online Social Networks*. Oxford : Elsevier, 2015, p. vii.

39 KOTLER, P., ARMSTRONG, G.: *Principles of Marketing*. New Jersey : Pearson Education, 2010, p. 537.

experts note that the average distance between people in the digital space is smaller than in the real space, while at the same time they claim that the information mentioned by Kotler – Armstrong can flow through OSN faster than through conventional communication channels.⁴⁰ Based on the defined material, the following text devotes to its systematic study. The aim of the presented study is to define *Generation Z*'s relationship to marketing information depending on the source of the information. The method used to study this correlation consists in questioning of a population sample of the demographic group *Generation Z* in accordance to theories by Kotler et al.⁴¹ Information collected through a questionnaire is analysed according to Kupec.⁴² These approaches are in line with theories by Boone – Kurtz on collecting information on target groups,⁴³ supplemented by technical theory of commercial information according to Churchill – Iacobucci.⁴⁴ The results are then applied in marketing management of contemporary enterprises according to Matúš – Čábyová – Ďurková.⁴⁵

3 Results

The results of the performed questionnaire are as follows: According to the Czech Statistical Office, the total sample consists of about 292,000 members of *Generation Z* in the Czech Republic.⁴⁶ The verification was carried out on a sample of 332 members of this demographic group, which corresponds to over 1% of the total sample as of the start of 2017, see Table 1. The *Generation Z* age band was limited to 20-22 years. At the same time, the expected outputs are also linked to the already completed

40 ARNABOLDI, V. et al.: *Online Social Networks*. Oxford : Elsevier, 2015, p. 14.

41 KOTLER, P. et al.: *Moderní marketing*. Praha : Grada, 2007, p. 411.

42 KUPEC, V.: CSR Application in Online Banking. In MATÚŠ, J., PETRANOVÁ, D. (eds.): *Marketing Identity: Design that sells. Conference Proceedings*. Trnava : UCM in Trnava, 2013, p. 374.

43 BOONE, L. E., KURTZ, D. L.: *Contemporary Marketing*. Stamford : Cengage Learning, 2011, p. 244.

44 CHURCHILL, G. A., IACOBUCCI, D.: *Marketing Research*. Mason : South-Western Centage Learning, 2010, p. 5.

45 MATÚŠ, J., ČÁBYOVÁ, L., ĎURKOVÁ, K.: *Marketing – základy a nástroje*. Trnava : FMK UCM in Trnava, 2008, p. 40.

46 *Věkové složení obyvatel k 1.7. 2015*. [online]. [2017-03-18]. Available at: <<https://www.czso.cz/documents/10180/32853339/1300641604.pdf/f4d8086e-370f-4afa-bfbe-d4a7d55de2b9?version=1.1>>.

project *Marketing Communication and Generation Z in the Context of Business Management* (the grant project primarily dealt with verification and confirmation of the hypothesis of *Generation Z*'s resistance to marketing communication spread through traditional media).⁴⁷

Table 1: Graphic depiction of the size of the studied sample

Metrics in %	10	20	30	40	50	60	70	80	90	100
Total sample	292,000 people									
1 % of total sample (292)										
Studied sample (332)										

Source: own processing using data of the Czech Statistical Office

In general, the results of the presented research study confirm the link between *Generation Z*'s life in the digital space and transmission, providing and credibility of information. The fact is that individuals in the studied demographic group care about how they are perceived by the rest of their social media group. Therefore they try to extend the group to enhance their own popularity. Paradoxically, though, this is accompanied by lack of confidence as members of *Generation Z*, while striving to appear successful, reach to and accept individual members to their individually formed groups whom they know only superficially, or not at all. Thus, these members are not tested and they may be a source of untrustworthy information. In this way, formal size of social media groups wins over quality and credibility. The presented phenomenon corresponds with the primary finding concerning *Generation Z*'s trust in received information. Although we might expect that within social media groups the *word of mouth* effect (*WoM*) will work best, the results show otherwise. With regard to the fact that the studied generation is aware of the composition, structure and impersonality of their own social groups, which in fact are full of friends-strangers, *WoM* does not seem to work. *Generation Z*, unlike other generations, who regard as their close friends only people with whom they are in personal contact, cannot trust those who they call close friends in virtual reality. In case these people inform positively ('like') about a company's product or service on social media, *Generation Z* accepts and believes the information only in 18% of cases.

47 KUPEC, V.: Marketing Communication and Generation Z in the Context of Business Management. In MAGÁL, S., PETRANOVÁ, D. (eds.): *Megatrends and Media: Critique in Media, Critique of Media. Conference Proceedings*. Trnava : UCM in Trnava, 2016, p. 290.

On the other hand, though, *Generation Z* trusts so-called influencers as defined in theories by Sammis – Lincoln – Pomponi,⁴⁸ i.e. individuals that present their opinions, views and, last but not least, also information with marketing overlap on the abovementioned social media. This can be described as certain kind of teleshopping in a modern social media format, which corresponds to *Generation Z*'s a priori rejection of TV (65%⁴⁹ of cases). As a result, 94% of the studied generation looks for and follows both hidden and overt presentations of goods and services by influencers, which ensures transmission of marketing information. This is in line with their lifestyles, on social media, using visualization, by the same generation and in time convenient for them. These facts are in line with the data showing that *Generation Z* rejects traditional PR and marketing information⁵⁰ and only 25% members of this generation trust it. Although they consider primarily renowned brands as a trustworthy source of information, they do not respond to their marketing message, banners or PR texts. This clearly shows that *Generation Z* is affected by marketing information which they receive in a preferred, i.e. modern and digital, form. Furthermore, this generation trusts state authorities, organizations and offices, which, paradoxically, are rarely present on social media. But if they broadcast information with marketing overlap, people trust it in 61% of cases, which is more than people who trust companies' commercial advertisements.

The aim of the presented study is to define *Generation Z*'s relationship to marketing information depending on the source of the information. Credibility of marketing information can be ranked based on summarized results from the most accepted to the least accepted by *Generation Z*, see Table 2 below. Low trust in own friends from own social media group (18%) is in contrast to higher trust in traditional senders of marketing information in the form of commercial messages (25%). Next item is trust in information coming from the public sector (61%), followed by high level of trust in information coming from influencers (94%). To sum up, it is crucial for companies whose target group is *Generation Z* to take the presented results into account when creating marketing communication.

48 SAMMIS, K., LINCOLN, C., POMPONI, S.: *Influencer Marketing For Dummies*. Hoboken : John Wiley and Sons, 2016, p. 7.

49 KUPEC, V.: Marketing Communication and Generation Z in the Context of Business Management. In MAGÁL, S., PETRANOVÁ, D. (eds.): *Megatrends and Media: Critique in Media, Critique of Media. Conference Proceedings*. Trnava : UCM in Trnava, 2016, p. 298.

50 See also: KOTLER, P. et al.: *Moderní marketing*. Praha : Grada, 2007, p. 809.

Table2: Generation Z's trust in marketing information

Studied sample	332 respondents										
Metrics in %	10	20	30	40	50	60	70	80	90	100	
Sender: Friends	18 %										
Sender: Commercial	25 %										
Sender: Public sector	61 %										
Sender: Influencers	94 %										

Source: own processing

4 Discussion

The presented results must be confronted with other theories in a responsible way. At the same time, it must be noted that the studied subject reflects a highly topical issue, which means that results of comparable research studies that would allow comparison of results are not widely available. Despite this, the primary findings yielded by the preformed research into the links between *Generation Z* and the digital space and marketing information can be reasonably verified by other sources. The first such source includes results given by a global consumer survey published by *Accenture* in 2017. Its results, among other things, reveal that when *Generation Z* operates in the digital space, they also want to do shopping there,⁵¹ which is in line with the marketing theses stated in the presented text. The achieved results, however, do not fully correspond to the findings made by *Accenture* concerning trust in marketing information coming from *Generation Z*'s friends in social media groups. While the presented research shows that this information is the least credible, the sample⁵² studied by *Accenture* perceives them as credible. This discrepancy can be explained by the fact that *Accenture* also included personal contacts among sources of information. Other results of the two surveys coincide,⁵³ primarily with respect to credibility on the

51 *Gen Z and Millennials Leaving Older Shoppers and many Retailers in their Digital Dust*. [online]. [2017-03-18]. Available at: <https://www.accenture.com/t20170210T012359_w/_us-en/_acnmedia/PDF-44/Accenture-Retail-Customer-Research-Executive-Summary-2017.pdf>.

52 Zkoumaný vzorek 10 000 respondentů (remark by the author).

53 *Gen Z and Millennials Leaving Older Shoppers and many Retailers in their Digital Dust*. [online]. [2017-03-18]. Available at: <https://www.accenture.com/t20170210T012359_w/_us-en/_acnmedia/PDF-44/Accenture-Retail-Customer-Research-Executive-Summary-2017.pdf>.

other end of the scale, i.e. influencers. With influencers, companies use a simple approach defined by Vered in the following way: "Refer a friend to us and you will receive a gift (cash, gift, card, a book)."⁵⁴ Accenture even calculates that *Generation Z* places more trust in them than Generation Y.^{55,56}

The phenomenon of communicating marketing information through influencers has also been confirmed by a survey by *Nielsen Admosphere*. The results of this local study show that the digital space offers *Generation Z* what it is currently looking for – own idols and instant entertainment.⁵⁷ This is in line with the findings of the presented research, which reveal that *Generation Z* prefers a two-way exchange of information on social media with members of their own generation. The presented thesis concerning neo-teleshopping, or teleshopping on social media, is in accordance with Kotler – Armstrong theory,⁵⁸ only using an innovated perspective which reflects the development of the media.⁵⁹ This notion will be very useful particularly for companies targeting *Generation Z*. If the aforementioned findings concerning *Generation Z*, its behaviour and reception of information in the digital space are to be presented, we strongly recommend their acceptance in company environment according to Kusá – Fašiang – Grešková.⁶⁰ It has been observed that while activities of consumers, in this case *Generation Z*, are being transferred

54 VERED, A.: *Tell A Friend*. Raleigh : LuLu Press, 2007, p. 121.

55 McCRINDLE, M.: *The ABC of XYZ: Understanding the Global Generations*. Sydney : UNSW Press, 2009, p. 10.

56 *Gen Z and Millennials Leaving Older Shoppers and many Retailers in their Digital Dust*. [online]. [2017-03-18]. Available at: <https://www.accenture.com/t20170210T012359_w_/us-en/_acnmedia/PDF-44/Accenture-Retail-Customer-Research-Executive-Summary-2017.pdf>.

57 *V Česku se jimi zatím baví hlavně mladí, ve věku 15-20 let sleduje youtubery až 8 lidí z 10*. [online]. [2017-03-18]. Available at: <<http://www.nielsen-admosphere.cz/press/tz-youtuberi-v-cesku-se-jimi-zatim-bavi-hlavne-mladi-ve-veku-15-20-let-sleduje-youtubery-az-8-lidi-z-10/>>.

58 KOTLER, P., ARMSTRONG, G.: *Principles of Marketing*. New Jersey : Pearson Education, 2010, p. 522.

59 KUPEC, V.: Marketing Audit of Corporate Communication in Banking Sector. In *Socioekonomické a humanitní studie*, 2015, Vol. 5, No. 2, p. 26.

60 KUSÁ, A., FAŠIANG, T., GREŠKOVÁ, P.: How is the Daily Shopping Behaviour of Consumer Goods Influenced by Gender. In CHEN, L. (ed.): *ICASSR 2015: 3rd International Conference on Applied Social Science Research. Conference Proceedings*. Beijing : Atlantis Press, 2016, p. 250.

from the live environment to the digital environment,⁶¹ activities of some companies remain mainly in the live environment and are only slowly shifting to the digital environment (unlike in case of companies which exist in a fully digital environment). Therefore, theoretical outcomes of the presented project must be processed mainly in accordance with theories by Chaffey⁶² and Bradley.⁶³ In this way, companies will be able to access new digital markets. This is confirmed also by a survey by IBM⁶⁴ and Petrů – Marejka.⁶⁵

Conclusion

Latest surveys (*Accenture*,⁶⁶ *IBM*,⁶⁷ *Nielsen Admosphere*⁶⁸) inform about continuous development in both macroeconomic and microeconomic environment, primarily with respect to marketing approaches. Therefore, the presented study complements professional changes in the marketing mosaic and aims to define *Generation Z*'s relationship to marketing information depending on the source of the information. The results of the research aimed at the given demographic group show how this generation treats marketing information spread exclusively in the

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- 61 KUPEC, V.: Marketing Research of Digital Life of Bank Clients. In MATÚŠ, J., PETRANOVÁ, D. (eds.): *Marketing Identity: Digital Life – part II. Conference Proceedings*. Trnava : UCM in Trnava, 2015, p. 116.
 - 62 CHAFFEY, D.: *Digital Business and E-Commerce Management*. New Jersey : Pearson Education, 2014, p. 32.
 - 63 BRADLEY, S.: *Digital Business*. Chicago : Chicago Business Press, 2015, p. 18.
 - 64 *Uniquely Generation Z: What Brands Should Know About Today's Youngest Consumers*. [online]. [2017-04-14]. Available at: <<https://www-01.ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=GBE03799USEN&>>.
 - 65 PETRŮ, N., MAREJKA, M.: Determinants of Management of the 21st Century, their Impact on Communication and the University Education. In *AD ALTA*, 2014, Vol. 4, No. 2, p. 30.
 - 66 *Gen Z and Millennials Leaving Older Shoppers and many Retailers in their Digital Dust*. [online]. [2017-03-18]. Available at: <https://www.accenture.com/t20170210T012359_w/_us-en/_acnmedia/PDF-44/Accenture-Retail-Customer-Research-Executive-Summary-2017.pdf>.
 - 67 *Uniquely Generation Z: What brands should know about today's youngest consumers*. [online]. [2017-04-14]. Available at: <<https://www-01.ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=GBE03799USEN&>>.
 - 68 *V Česku se jimi zatím baví hlavně mladí, ve věku 15-20 let sleduje youtubery až 8 lidí z 10*. [online]. [2017-03-18]. Available at: <<http://www.nielsen-admosphere.cz/press/tz-youtuberi-v-cesku-se-jimi-zatim-bavi-hlavne-mldi-ve-vku-15-20-let-sleduje-youtubery-az-8-lidi-z-10/>>.

digital space. At the same time, the yielded data show that *Generation Z* least trusts information coming from friends (18%) in their own social media group (SMB). Senders of traditional advertisements in the digital space enjoy higher trust (25%). Further, trust in information sent by the public sector increased significantly (61%). Finally, *Generation Z* places the biggest trust (94%) in marketing information coming from influencers. Thus, the presented results confirm the original hypothesis about *Generation Z*'s resistance to information coming from traditional channels. At the same time, complete results yielded by the study can be used by company management, primarily in case of marketing communication that corresponds to *Generation Z*'s social demands.

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- Gen Z and Millennials Leaving Older Shoppers and many Retailers in their Digital Dust.* [online]. [2017-03-18]. Available at: <https://www.accenture.com/t20170210T012359_w_/us-en/_acnmedia/PDF-44/Accenture-Retail-Customer-Research-Executive-Summary-2017.pdf>.
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- KOTLER, P. et al.: *Moderní marketing*. Praha : Grada, 2007.
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POSITIVE, NEGATIVE OR NEUTRAL IMAGE OF HOSPITALS ON INTERNET NEWS PORTALS

Matej Martovič

ABSTRACT:

Nowadays, people search for information through several possible means. They can obtain information from books or television, but finding information online becomes increasingly more common. News portals, bringing new information daily, operate in the internet environment. News coverage is focused on various topics important to the society. Hospitals are not an exception. The paper is aimed at analysing online news websites that covered a topic of hospitals. The analysis provides an overview of whether the news portals publish positive, negative or neutral news about hospitals in Slovakia.

KEY WORDS:

hospitals, image, news portals, public relations

1 Media and society

Media have a significant role in society. They can be defined as a citizen's "extended arm" in controlling the power and public affairs administration.¹ Media also have an influence on public opinion formation. In their hands they hold power to decide which information, when and how would be forwarded to their readers. Under the term media or mass media we understand periodical press, radio broadcast, television and also various digital media in an internet environment.² Currently, the power of online media is increasing. Even the actual print media have an electronic form of their periodicals where they inform about current social events. Not all of the online media that we know must have a printed form of a newspaper or a magazine, digital media only operating online exist. Nowadays, we are able to find such media through computers or smart phones. Under the term media influence we understand their ever-presence, complementing our lives in all its shapes. They extend to every environment we move in: schools, public places, homes. "Under the term influence of media content we mean those results of mass media activity

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- 1 MISTRÍKOVÁ, Z., ŽITNÝ, M.: *Úloha médií v boji proti korupci, etika v mediách, korupcia v médiách*. Bratislava : Róbert Vico – vydavateľstvo, 2001, p. 7.
 - 2 JIRÁK, J., KÖPPLOVÁ, B.: *Masová média*. Praha : Portál, 2009, p. 18.

that manifest themselves in behaviour, acting or thinking." Nowadays, the media have also settled in the environment of social networks where they publish their media content. The content must have an interesting title for the reader to click and open the article. Also, the media have to produce interesting content that attracts reader's interest and makes him read the whole report or article. In both online and printed newspapers, mainstream and also tabloid media can be found.

Tabloid media show a tendency of growth. The space for relevant information from the areas of politics, economics, culture or social affairs is minimal and is processed from a typical point of view that shows signs of scandalizing, entertainment and sensation seeking which send the recipient to a state of euphoria from an uncommon situation. In the environment of internet and social networks, the tabloid media must attract the reader. Therefore, they often use words like scandal, must-see, etc. in article titles.

Mainstream media have a different goal than tabloid media. The main ambition of these periodicals is to bring serious information about domestic and foreign events of importance and provide edification, orientation, and not only entertainment. Media can fulfill several tasks in the society. They can inform about serious and important social and political subjects or entertain the reader. Therefore, the media are able to create an image of various situations. If we adapt this situation to hospitals, the media can inform about e.g. bad technical state of hospitals, an unpleasant attitude of the personnel or other negative news that forms reader's opinion about the hospital. The information could also be positive, e.g. purchasing modern technology, successful unique treatment, which can lead to establishing a positive image of a hospital.

2 Methodology

In this paper, we address the image of hospitals in Slovakia on online news websites. We have chosen an observational method of research. We observed articles published on online news portals in a three-month period, from 1st of January 2017 to 31st of March 2017, ergo the first quarter of 2017. We analyzed nine internet-based newspapers by sorting articles in three categories – positive articles, negative articles and neutral articles. Among positive articles we included those articles about hospitals that contained a positive message for a reader. For

example, these were articles informing about new methods of treatment, purchasing of modern medical technologies or reconstruction of hospitals. Negative articles were those bringing the reader negative message, e.g. information about bad state of hospital, negative attitude of the personnel etc. Among neutral articles we included articles that informed the reader about e.g. replacements in hospital management, information about new-born children etc. Articles were analyzed in following news portals: Sme, Pravda, Hospodárske noviny, Webnoviny, Teraz, Čas, Pluska, Topky and Aktuality. The results shown below give us a picture about how hospitals are presented by the media. The presentation of hospitals can have an impact and influence on formation of the hospital's image among patients.

3 Image of hospitals on the online media

In this paper we analyzed selected mainstream and tabloid internet media by analyzing the amount of positive, negative or neutral articles about the topic of hospitals. News in the media can influence public opinion and ultimately an opinion about an institution that is an object of an article. Hospitals in Slovakia generally have a bad reputation in the society. In the media, they are often criticized for technical conditions, corruption and health care. This paper is aimed at periodicity of such articles.

SME

The portal sme.sk is an online news website which represents an online equivalent of a daily newspaper SME. It brings news about national and international events of social importance.

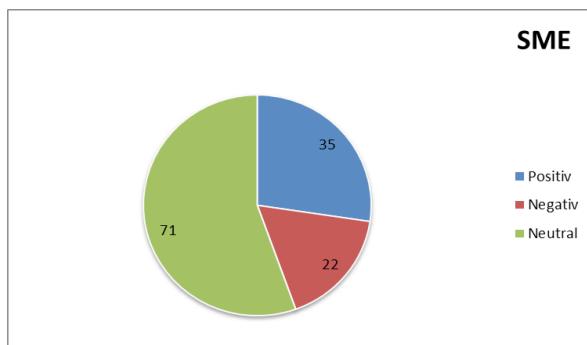


Chart 1: News about hospitals on the online portal sme.sk

Source: own processing

The online portal sme.sk informed about a topic of hospitals in months from January 2017 till March 2017 128 times overall. The daily paper also has regional journalists through regional newspaper MY, generating a good network in regions. For this reason, the web portal sme.sk was able to inform about the topic of hospitals as much as 128 times. From the graph above, we can see that the website mostly published neutral news, followed by positive news. Negative articles were published at the lowest rate.

PRAVDA

Similarly to sme.sk, portal Pravda.sk is an online news website of the daily newspaper Pravda. It also brings daily information about social events and actualities from home and abroad.

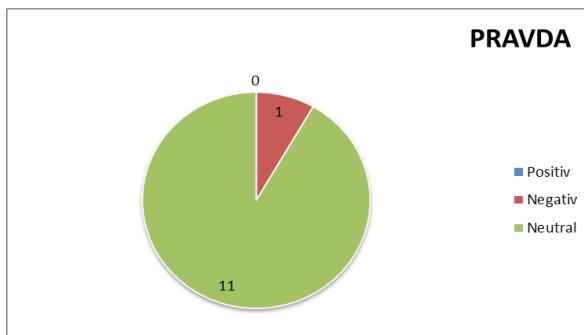


Chart 2: News about hospitals on the online portal pravda.sk

Source: own processing

In months from January 2017 until March 2017, the website pravda.sk informed about the topic of hospitals only 12 times altogether. The portal did not pursue the topic of hospitals; it mostly brought agency news coverage. It published no positive reports and only one negative. There were 11 neutral articles.

HOSPODÁRSKE NOVINY

The online news website of Hospodárske noviny is hnonline.sk. It covers various topics from national and international politics to economics. The online portal analyses many socially significant themes.

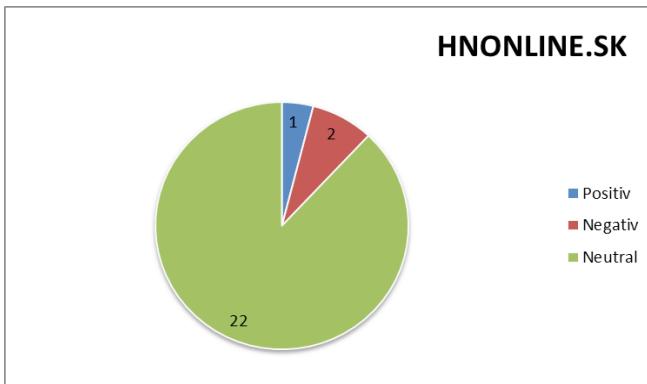


Chart 3: News about hospitals on the online portal hnonline.sk

Source: own processing

In the first quarter of 2017, the online portal hnonline.sk informed about a topic of hospitals 25 times. Also here, the neutral reports were dominant. The negative articles prevailed over positive, but only 2:1.

AKTUALITY

News website aktuality.sk is a portal that operates exclusively online. It brings domestic and foreign news about various social events.

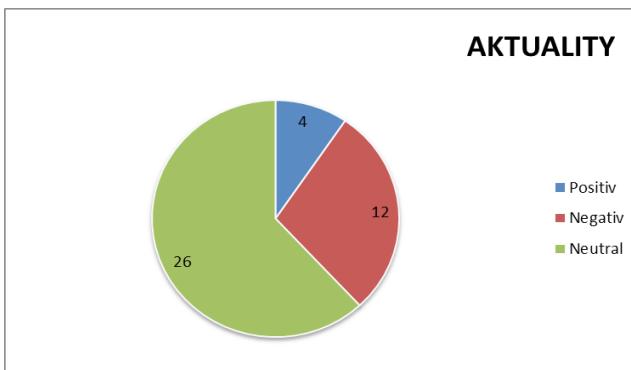


Chart 4: News about hospitals on the online portal aktuality.sk

Source: own processing

In months January 2017 to March 2017, online newspaper aktuality.sk published overall 42 articles about hospitals, covering this topic at a sufficient rate. Neutral news prevailed. There were three times more negative than positive reports, ergo 12 negative and only 4 positive articles.

WEBNOVINY

The news portal webnoviny.sk is basically a news website of the Slovak News Agency (Slovenská informačná a tlačová agentúra – SITA) which provides agency news coverage to other periodicals.

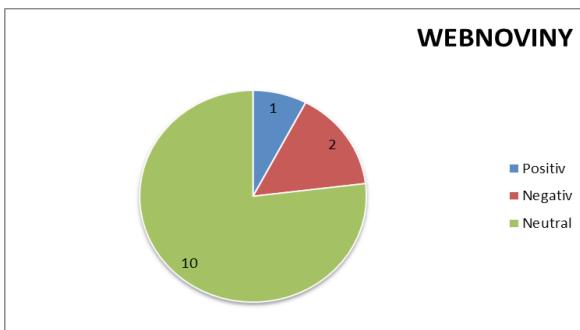


Chart 5: News about hospitals on the online portal webnoviny.sk

Source: own processing

In the monitored period of time, the online news website webnoviny.sk covered the topic of hospitals only 13 times. Despite the possibility to draw information from the agency news coverage, it covered the topic of hospitals less than other news portals. The articles were mostly neutral, namely 10 out of 13, one was positive and other two negative.

TERAZ

Similarly to webnoviny.sk, the online news website teraz.sk belongs to the News Agency of the Slovak Republic (Tlačová agentúra Slovenskej republiky – TASR). It provides agency news coverage to other periodicals.

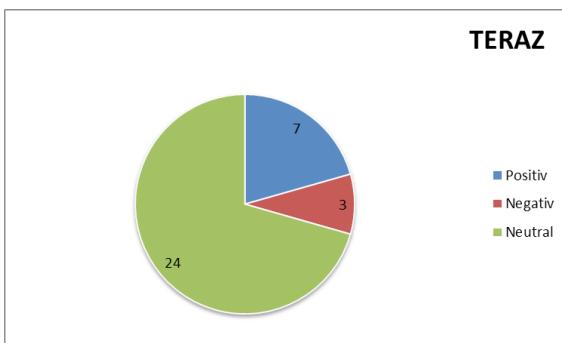


Chart 6: News about hospitals on the online portal teraz.sk

Source: own processing

In months from January 2017 until March 2017, the website teraz.sk informed about the topic of hospitals 34 times altogether. It mostly informed about neutral news, namely 24 times. The positive reports (7) prevailed over negative (3).

NOVÝ ČAS

The news portal cas.sk operates beside the tabloid newspaper Nový čas. They bring information of a sensationalistic character.

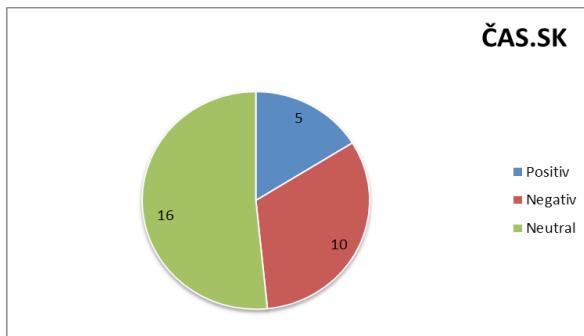


Chart 7: News about hospitals on the online portal cas.sk

Source: own processing

Through January 2017 to March 2017, the website cas.sk informed about the topic concerning hospitals 31 times. Tabloid media write the news with an aim to scandalize a topic. In case of the portal cas.sk we can see that, from the overall amount of 31 reports, 16 are neutral, 10 negative and 5 positive. Negative reports doubly exceed the positive which results from the character of the medium, because it is what the reader expects.

PLUS JEDEN DEŇ

The online news portal pluska.sk is an online equivalent of a daily newspaper Plus Jeden Deň. It is considered a part of tabloid press, similarly to Nový Čas.

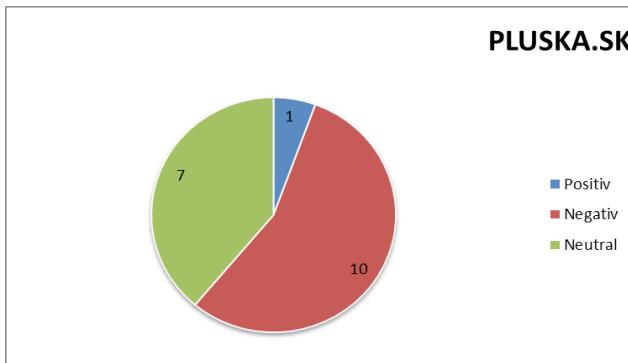


Chart 8: News about hospitals on the online portal pluska.sk

Source: own processing

In the monitored period, the online portal pluska.sk published 18 articles on hospitals. The negative reports, in the amount of 10, took primacy over the neutral reports. There was only one positive article, 7 were neutral. In case of a tabloid medium we are able to observe that they serve their readers with scandalized news aimed at attracting their attention, but do not offer an in-depth coverage of the problem.

TOPKY.SK

The news portal topky.sk is a tabloid internet medium that does not have a printed form. They inform about various topics using style similar to other tabloid media.

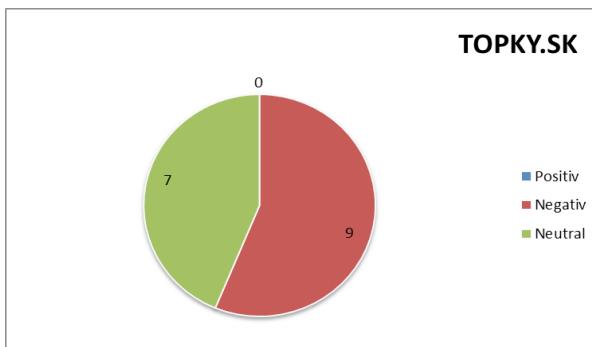


Chart 9: News about hospitals on the online portal topky.sk

Source: own processing

In months from January 2017 until March 2017, the internet portal topky.sk informed about the topic of hospitals 16 times. It brought no positive reports about this topic. Negative articles (9), however, prevailed over the neutral (7). Topky.sk can be classified as a tabloid medium and due to being exclusively an internet-based medium it has to attract readers' attention. Therefore, it uses sensationalistic techniques of journalism.

4 Results summary

The graph below shows the summary of results analysed above. We can see that neutral reports dominate the mainstream media news. When we get to the tabloid media, articles of a negative character start prevailing. In case of topky.sk, we can actually see that in three months they had not brought a single positive article concerning the area of hospitals. The website pluska.sk at least brought positive news to some extent.

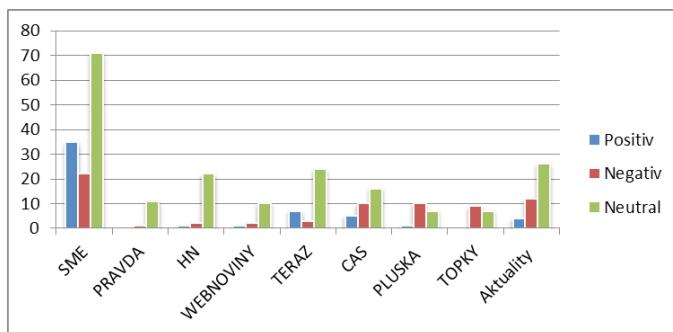


Chart 10: News about hospitals on selected online websites

Source: own processing

Conclusion

Undoubtedly, media can influence opinion of the public which forms their views according to the published information. Therefore, the hospitals ought to learn not to use their PR departments or their spokespeople only in reaction to an unfavourable situation. Hospitals should create a vision of the hospital and present it through media. PR articles can be a good tool to gradually change the image of a hospital in the public. At the same time, patients (readers) can find PR closer and less intrusive

than e.g. advertisement. The PR articles themselves can inform about new techniques, top class personnel or about reconstruction of the departments.

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SOME HISTORICAL TRENDS IN APPROACHES TO EFFECTIVE ADVERTISING

Dušan Pavlů

ABSTRACT:

The topic of advertising effectiveness is strongly present in the entire development of advertising in the world as the institutionalized communication activity from the half of the 19th century. We can see a systematic effort to make communications that would bring advertisers the desired effect in the Czech advertising history of the first half of the 20th century right from the first theoretical books written and published. The paper analyses views and stances on the topic of effectiveness regarding commercial communication in the form of advertising (publications by Z. Šindler, V. Holman, J. Brabec, M. Sutnar and J. Solar).

KEY WORDS:

advertising, conditions for effective advertising, effective advertising

Introduction

Advertising had gradually emancipated itself in the period after 1918 and started to create a solid frame for the business world also in our circumstances of building a new, independent state – the Czechoslovak Republic. Business people soon began to watch the effectiveness of this commercial activity closely and together with a gradually forming advertising industry seek ways and methods to optimize the cost/effect ratio. In the period following 1927 – the year when our unique Reklamní klub československý – the Czechoslovak Advertising Club – was founded – advertising was a significant commercial communication activity, as indicated by the figures in the book published by the Masaryk Academy of Work under the title **O dobrou reklamu (For Good Advertising)** in 1930 as a collection of lecture series delivered by members of the Czechoslovak Advertising Club in a context of public promotion for advertising. Actually, for the first time at the beginning of the publication could we see – until then – unique information, ie., costs of advertising: „by estimating the costs of individual types of commercial advertising in Czechoslovakia in 1929 we come to the total figure of about CZK 1-1.5bn. And by the same method find that the cost of advertising has recently been going up in our country by at least 10-20 % (on condition we include in advertising all equipment and facilities of commercial rooms, portals,

shopping windows, etc.)."¹ F. Munk in this text draws the conclusion that the entire national economy spends about CZK 4.2bn on advertising per year, which, he himself understands as an understatement, a lower sum than the actual sum spent in reality.

1 First steps in developing the concept of the Czech advertising theory

The first two monographic publications in Czech looking into the elementary questions of advertising theory are published in Prague in the first decade of the new 20th century. Their cognitive value of this relatively new communication phenomenon was obviously conditioned by the time – above all, by the level of findings from psychology, economy, sociology and other social sciences at that time and also by the capabilities of some advertising specialists to work with these findings and know how to adequately and appropriately apply them to theory and practice. Nevertheless, both books show a clearly evident, honest effort of these authors to formulate generalizing findings to help lay the foundations for later authorial approaches of Jan Brabec, Jiří Solar, J. A. Jarolímek, Miroslav Sutnar and other advertising specialists aiming to build their own systematic theory of advertising (synonym to promotion, recruitment, propaganda in terminology of that time). Naturally, the research effort of the first pioneers was very limited not only by the very sporadic knowledge of social sciences needed to study communication phenomena in the social environment but also by still very limited instrumentarium of available communication tools as shown in the following list of advertising tools and their carriers each of these pioneering authors – Zdenko Šindler and Vojta Holman – deals with in their publication.

¹ *O dobrou reklamu*. Praha : Ústav pro vědeckou organizaci obchodu při Masarykově akademii práce, 1930, p. 3.

Table 1: Posters versus print ads

ZDENKO ŠINDLER – 1906	VOJTA HOLMAN – 1909
Posters	Print ads
Advertising newspapers/newsletters (print ads, articles, entrefiles)	Newspaper supplements
Prospects, brochures and leaflets	Posters
Pricelists and recommendations on letters and postcards	Demonstrations
Offers (offerty) and samples	Events – staged product presentations
Mobile advertising: moving, walking, flying, airborne	Journalistic genres
Shop windows	Pricelists
Names of goods	Prospects
Labels, packagings	Packagings
	Trade mark
	Fair and exhibitions
	Advertising gifts

Source: own adaptation based on: ŠINDLER, Z.: *Moderní reklama*. Praha : F. Šimáček, 1906; HOLMAN, V.: *Reklama a život*. Praha : Politika, 1909.

Zdenko Šindler in his book **Moderní reklama** examines the advertising plan for an advertising campaign and thinks of real possibilities of cooperation between the client commissioning the communication and the advertising office (a predecessor of advertising agency) and underlines that in a situation the client knows clearly what and how to advertise it is necessary to ask key questions: ***in which magazines/titles and when shall we advertise?*** Which, obviously, are questions closely related to the definition of a target group and potential for the effectiveness of commercial communication the founders of the Czech advertising theory clearly realized as early as in the beginning of the 20th century:

a) *Whom do we want to recommend our products or goods to? Which class of the audience?*

b) *Which titles does the class read most often?*

c) *When do they typically read?*

,it is necessary to take into consideration which magazine is best fit for the subject of ours and to what extent readers of this title possess the purchasing power (kaufkräftig)."²

The quotation proves Šindler thinks in the intentions of a relation between characteristics, profiling of readers of the print medium and type of the medium as such. In other words – is looking for a medium with a potential to effectively reach the selected target group as he further deduces in the text of his book. And effectiveness – i.e., the level of achieving the planned goal of a commercial communication activity – in

2 ŠINDLER, Z.: *Moderní reklama*. Praha : F. Šimáček, 1906, p. 36-37.

literature of that type typically referred to as profitability, impactfulness and sometimes efficiency.

Vojta Holman in his much broader and more philosophically conceived book in many parts pays attention to effective advertising activity whose integral part is, naturally, the selection of right target groups. He moves around this topic in a more or less concentrated effort rather in indications, nevertheless, it is quite evident that he pays attention to the choice of suitable recipients of that advertising message. Besides the characteristic of business skills, shop fixtures and fittings, principles of running a retail store he also looks at the store's contact with the outside world, in which, naturally, it is advertising that plays first fiddle: „*Only when we have thoroughly considered all these things and arranged everything needed, could we start with advertising. The first question to ask is who is the one we want to draw attention of, send a message about ourselves and our goods. Ladies are the main core of shoppers at most stores and many retailers compete in speculation how to win them. Ladies are helpless against advertising especially when it is solid; however, we wouldn't advise anyone to let them down.*“³

His approach to target segments is more knowledgeable than that of Šindler as seen in this explanation: „*Let us get into the psychology of advertising little by little. For the biggest number of our customers political newspapers of all parties without any difference will do for advertising but specialised newspapers are not worthless for our advertising, either. Especially the ones collected and bound in volumes. Their adverts often work for many years and provide opportunity for success. Besides, the readers of specialised newspapers are of a completely different quality as they take intense interest in their field of activity. The ones who don't read their specialised newspapers don't have intelligence needed for solid business, either. Deepening and getting into the mysteries of advertising is actually getting to know the most important characteristics of the condition of a shop and its ability to sell.....For any merchant or industrialist who intends to do advertising it is important not only to know the nature of his customers but also their political and social ranking and opinions and all other relationships and according to it design and implement his advertising campaign.*“⁴

3 HOLMAN, V.: *Reklama a život*. Praha : Politika, 1909, p. 38.

4 HOLMAN, V.: *Reklama a život*. Praha : Politika, 1909, p. 39, 43.

,The secret of profitable advertising lies only and solely in the way of handling it. There are very few of the chosen ones who dare enter into contact with advertising; there are far more of those afraid of it, its huge needs frighten them. Many would reject it, too – only to their own detriment – the imprudent. They know very well that Prague has not been built in one day, however, as soon as they make a fairly small, unsuccessful attempt, they immediately start complaining and want impossible things from advertising. Not that everything could be achieved by advertising for money or everything should be put on one card, just the opposite: how much we spent on advertising doesn't matter so much, but what does matter is how we executed it. The only important thing is its efficiency, and very often modest means can do far more than wasted thousands. Although it is very difficult to set generally effective principles and rules of the game in the advertising sector, it has become more and more obvious that also in this field the method must apply and this method should be tried out for every beginner to be able to achieve his goal. To be able to do so he needs to pursue his goal in a planned way.“⁵ Vojta Holman understands the role of advertising in this text in a modern way not as a sequence of random individual advertising communicates but as a goal-directed, planned and systematic activity.

2 Scientific findings enter into the Czech theory of advertising – Jan Brabec

The principal, really scientific approach to the topic of effective advertising – creation of its strategy, creative grasp of the topic of advertising communication, its implementation and assessment of its effectiveness – was brought in 1927 by Jan Brabec in his fundamental publication titled “Zásady výnosné obchodní reklamy” (Principles of Profitable Commercial Advertising).⁶ The later editor of a journal about modern enterprising titled “TYP” (Type), author of many scientific journal articles and several principle books, important official of the Reklub – Reklamní klub československý (the Czechoslovak Advertising Club). For his time in an unusual width and surprising connections – for the advertising population focused primarily on practice, almost revolutionary – comes with the application of findings from psychology,

5 HOLMAN, V.: *Reklama a život*. Praha : Politika, 1909, p. 35.

6 For more information, see: BRABEC, J.: *Zásady výnosné obchodní reklamy*. Praha : SFINX – Bohumil Janda, 1927.

sociology, arts and humanities, etc., to the sphere of advertising strategy and creativity.

Brabec's approach to advertising as an integral part of the complex solution for a task of selling is very marketing skilful, knowledgeable. Brabec in his bibliography lists a title that apparently for the first time in the Czech advertising setting works with the concept of **marketing**.⁷ His understanding of a „*sale problem*“ is very close to the contemporary views of understanding the structure of marketing typically demonstrated via the 4Ps of the marketing mix. In his time it was a completely innovative system concept since putting commercial communication – advertising – into the system functional whole monitoring the movement of the product from manufacturing to consumption, building on the previous steps, in symbiosis and logical relationship with the other links of marketing mix.

In my opinion, his most important contribution to the constitution of a scientific theory of advertising is the consistent, systematic approach to market research. According to J. Brabec this principle of an objective source of knowledge always has to be at the start of any considerations about an advertising communication strategy and organically linked to the other elements of the marketing concept of manufacturing and trade. Jan Brabec works with the concept of preliminary examination of the market – we would say market research today. And this preliminary examination included:

- Examination of goods,
- Examination of their purchasers,
- Examination of competition,
- Examination of sales systems, and
- Examination of selling channels and of sales organization. And exactly here there is the main field of activity for advertising, which draws for its strategy from the findings from previous partial analytical steps.

In his examination of goods Jan Brabec looks into the meaning of utility value of a product for the consumer, possibilities of argumentation

⁷ Brabec on p. 368 of his bibliography show the book written by: MORIARTY, D. W.: *The Economics of Marketing and Advertising*. New York : Harper & Brothers, 1923. And four years later – in 1931 – JAROLÍMEK, A. V. in his book *Písemný kurs reklamy a propagandy* quotes the work written by WHITE, P.: *Scientific Marketing Management*.

leading to satisfying the needs by purchasing just this type of goods, of the role of advertising and advertising calls/appeals to point out at the characteristics of a product, its exceptionality, etc.: „*the businessman should study his goods in the consumer's point of view and in doing so not lose from his sight the competitor's goods both of the same type and the ones that could substitute for his goods.*“⁸

Examination of purchasers (consumers – businessmen) is the basic analytical job to prepare any effective advertising campaign, as it generates information, creates the basis of considerations to devise the concept of advertising activity. Brabec says the „*businessman should be the economic leader of his customers. If someone wants to lead someone, he needs to get to know him first.... Purchasers of goods give the businessman his profit, and the better he understands them the bigger his profit.*“⁹ J. Brabec points out that when researching the target segments there are many other attributes, characteristics we need to respect when examining the target group of relevant consumers. Only sufficient amount of quality information from the analysis of goods and shoppers is the starting point for further strategic commercial considerations supposed to lead to the effective course of any advertising activity.

Examination of competition comes up with more important information we can successfully use in the competitive fight on the market. Up-to-date knowledge of competitors' practices – in advertising, in services offered as complementary to the delivery of goods, presentation of the image of companies, pricing policy, care of the quality and its presentation – is the background and rationale for formulation of one's own competitive strategy on the market.

Examination of sales systems in the time between the wars is a topic in the centre of attention of many authors, because they see the shortcomings in this area as the major barrier to the development of dynamic sales systems. According to J. Brabec, when selecting sales systems, we should decide on the basis of three key factors: nature of goods, convenience/comfort of purchaser-customer doing the shopping, as lowest as possible sales costs in terms of the seller. Brabec identifies two main forms: firstly – where advertising helps selling and when to

8 BRABEC, J.: *Zásady výnosné obchodní reklamy*. Praha : SFINX – Bohumil Janda, 1927, p. 79-80.

9 BRABEC, J.: *Zásady výnosné obchodní reklamy*. Praha : SFINX – Bohumil Janda, 1927, p. 87.

finalize the sale you need a personal intervention – i.e., involvement of the in-between links (relationship manufacturer – agent, manufacturer – wholesales, manufacturer – retailer, manufacturer – consumer). Secondly- when it is a direct relationship between manufacturer and consumer and the sale is done by orders sent by post. Brabec emphasizes the essential role of advertising in this sales system: „*it is different from all others because there is no personal selling effort at all, as the entire sale is done by advertising*“¹⁰

Examination of selling channels and sales organization is the last analytical step completing in the Czech literature until then not described and with some overstatement – unprecedented – system of preparation for effective commercial behaviour of manufacturers or business people that in many aspects already suggests the future existence of the marketing 4Ps formula. It characterizes sales organization, relationship between sales plan and work of shop-assistant – travelling salesmen, synergy between advertising and selling effort, care of qualification of sales representatives, their education. He closes the topic by using these words: “*Sales effort, however, has to go hand in hand with distribution effort and selling effort hand in hand with advertising effort which is its part.*”¹¹

And it is the clear awareness of interlinking the research of the current market situation with devising an advertising strategy, with developing it and measuring the results of its effectiveness in the social setting that makes Jan Brabec a genuine pioneer of our modern advertising theory and the indisputable authority in the relevant community.

3 More views of advertising effectiveness – Jiří Slabý – Solar, Miroslav Sutnar

As the text above indicates the question of effective advertising is ever present in all period books and publications of the first half of the 20th century. Each of the authors tackles the topic from their own specific point of view which reflects their own professional orientation – i.e.: whether of a more creative disposition or a managerial type, or both. It is primarily the Šindler’s point of view, whereas V. Holman, J. Solar

10 BRABEC, J.: *Zásady výnosné obchodní reklamy*. Praha : SFINX – Bohumil Janda, 1927, p. 101.

11 BRABEC, J.: *Zásady výnosné obchodní reklamy*. Praha : SFINX – Bohumil Janda, 1927, p. 107.

and J. Brabec are more systematic, managerially oriented theoreticians. **Jiří Slabý - Solar** in his publication "Kurs obchodní reklamy" (Course of Commercial Advertising) published in 1929 looked into many conditions the fulfillment of which could largely lead to effective advertising. Among others, he defines **12 key principles of good advertising**¹² the most essential one of them is clearly the finding that J. Solar consistently conceives both the advertising communication and advertising event/promotion in the aspect of the user of advertising information – i.e., the customer. And the customer has to clearly perceive from advertising information about the utility value which is telling about the service provided by the seller through the product. Solar's concentration on effectiveness is evident from the formulation of a clear focus on achieving the planned goal of advertising. However, in my opinion, some of his other thoughts are also important as regards our topic like, above all, the belief that it is absolutely necessary to know the target group: „*We need to know people the advertising is for. It is very important and it matters very much whether we are writing a print ad or a letter to know exactly who is standing in front of us... We need to know how they reside, how they live, what might be their incomes like, what are their opinions, who is the authority for them, what pleases them most in the world and what matters to them.*”¹³ The author already 88 years ago formulated a strict, uncompromising requirement for systematic analytical work of advertising specialists in the commercial reality: it is necessary to examine the market, watch the characteristics of target groups, their socio-demographic parameters and their lifestyle.

Among the 12 requirements formulated by J. Solar we can find, e.g., pleasantness of communication, its positive orientation, not attacking your competitors, concise and easy to understand language, clear and convincing argumentation, stylistic originality and truthfulness. And it is exactly the truthfulness that is a very important attribute for J. Solar highlighted in the following declaration: „*Advertising is a promise made in public. Don't promise what you don't mean to keep. Keep what you promise..... Let's stick to the truth! Every word of our advertising is binding, every sentence is a promise made in public.*”¹⁴ Solar formulates a

12 SLABÝ, J.: *Kurs obchodní reklamy*. Praha : Masarykův lidovýchovný ústav, 1929, p. 12-28.

13 SLABÝ, J.: *Kurs obchodní reklamy*. Praha : Masarykův lidovýchovný ústav, 1929, p. 13.

14 SLABÝ, J.: *Kurs obchodní reklamy*. Praha : Masarykův lidovýchovný ústav, 1929, p. 12, 27.

requirement for individualism and comes back to the primary condition – i.e., good knowledge of the target group, deep knowledge of the needs and wishes of that group of consumers. He believes that a good advertising professional has to be able to empathize with the situation of those who is talking to. He wants the „marketer“ being able to target his argumentation and entire advertising address or call to individuals, to certain people the advertising has to „suit, fit“. The choice of language, verbal instruments has to reflect the type of the goods offered, respect a particular professional style of the target group. The copywriter has to know what the consumer expects from a product and respond to these requirements in the text of information. „*To make our advertising individual, we have to know the habits well and mainly the consumer habits of our customers. We have to know when they buy our product, how much of it they need, under what weather, in what mood, how they use it, etc.*“¹⁵

J. Slabý believes that the essential condition to develop an effective advertising communicate is a clear targeting of advertising – both of the communicate as such and, obviously and particularly, of the entire advertising activity – events, promotions, campaigns. Targeting in the sense of concentration of the advertising message or set of advertising tools and activities to arouse and encourage buying behaviour: „*Advertising needs to strongly want to cause an action. Advertising needs to be fast paced, have aggressiveness and culmination in some call for action. Advertising can't want too much, needs to know exactly how much it can want.*“¹⁶ J. Solar was a very systematic owner of an advertising consulting office – agency – who with a great interest and erudition analyzed all steps likely to lead to effective advertising. Therefore, in his next book titled “Reklamní příručka” (Advertising Guide) he presents a complex set of managerial and creative steps catching the preparation of an advertising communicate with the only goal: create a communication or advertising activity with a high degree of probability leading to fulfillment of the set goal. He formulates Ten Commandments (rules) of Good Advertising Professional¹⁷ which are – to some extent – sort of the initial layout, list of starting points for creative and managerial work. In the first point of the Ten Commandments he says: „*Advertising is not only a science. Advertising is not only an art. Advertising is not only a matter of*

15 SLABÝ, J.: *Kurs obchodní reklamy*. Praha : Masarykův lidovýchovný ústav, 1929, p. 20.

16 SLABÝ, J.: *Kurs obchodní reklamy*. Praha : Masarykův lidovýchovný ústav, 1929, p. 23.

17 SOLAR, J.: *Reklamní příručka*. Praha : Nákladem vlastním, 1938, p. 45.

reason. Advertising is not only a matter of heart. Advertising is a synthesis of science and art, it is created by reason and by heart, by the knowledge of facts and experience as well as by enthusiasm and festive mood."

And even a more notable creative and managerial act of this important personality of Czech advertising between the wars is actually the first synthesizing summary of information every advertising advisor should have available if he wanted to create a skilled design and schedule for an advertising strategy, ... "*to be really able to give good advice and serve*". For these purposes he compiled a questionnaire of the ing. J. Solar Advertising Consulting Office with 73 questions. Answers to these questions were, in fact, what we know today under the name client brief. He asked standard identification questions about the company and its owner at first and then wanted to establish details about its manufacturing program, quality of products, whether the company has its own shopping window dresser, what is seasonality of goods like, how the company competes with its competitors: mainly by price – mainly by quality – mainly by good service – advertising? He examined whether the entrepreneur has already used advertising and in what way, what has worked best for him in advertising, which classes of consumers were his main customers, whether they were regular or occasional, chance customers, whether he kept address books of his clients, etc. It is evident Jiří Solar not only proclaimed a close link between advertising creativity and managerial approaches in his books but the results of his work proved the practical fulfillment of this idea. It really mattered to him to have collected enough factual information about all topics regarding the background and rationale for strategic and creative ideas subsequently embodied in the proposal for a communication – advertising strategy.

In 1933 **Miroslav Sutnar** published a book "Nové metody zvýšení prodeje a organizace odbytu" (New Methods to Increase Sales and Organise Sale) looking into the role of advertising in selling consumer goods. In the centre of his attention are questions related to the potential of effectiveness of advertising activity. Based on the results of research studies abroad he points out that in the U.S. it was proven that ... "*the full half of capitals invested in advertising are totally without any effect due to mistakes in preparation and execution. Experts in Germany estimate it could be two thirds of money wasted and in our country we can say that the full four fifths of advertising expenditures could not bring any success..... How do these losses incur? –Due to a wrong choice of advertising tools and poor execution on the one hand, and on the other hand due not systematic*

*work and absolute lack of information about the purpose of advertising and essential conditions for its success.*¹⁸ For the sake of illustration we will show the advertising tools he recommends for a retail advertising activity. The ones below are of key importance:¹⁹

1. shopping window,
2. portal/doorway and interior fixtures and fittings,
3. good staff,
4. print ads,
5. letters, catalogues, invitations,
6. slides,
7. occasional sales (white week, etc.), and
8. advertising gifts and service to the customers.

The main reasons for the above 4/5 of losses in advertising:²⁰

- wrong choice of advertising tools and lack of organization,
- inappropriate text and style,
- incorrect calls/appeals,
- lack of plan and poor preparation,
- exaggeration and sensation seeking,
- inappropriate time,
- not systematic, and
- pointlessly devaluation of competition.

Analyzing the costs and communication strategy, e.g., for posters in detail, he comes to these conclusions: Only in Prague in 1932 investment in posters was CZK 2.6 million (excl. Costs of print and royalties), of that just 18 % was spent effectively. And advertising professionals admit they waste 82 % of the total costs because of an incorrect strategic assumption: they don't realize a poster is a reminder advertising tool and so should look pleasant and compelling. These non-productive expenditures lie, specifically, in:²¹

- overall bad layout and unfit picture/visual,
- use of unsuitable colours,

18 SUTNAR, M.: *Nové metody zvýšení prodeje a organisace odbytu*. Praha : Orbis, 1933, p. 100.

19 SUTNAR, M.: *Nové metody zvýšení prodeje a organisace odbytu*. Praha : Orbis, 1933, p. 101.

20 SUTNAR, M.: *Nové metody zvýšení prodeje a organisace odbytu*. Praha : Orbis, 1933, p. 102.

21 SUTNAR, M.: *Nové metody zvýšení prodeje a organisace odbytu*. Praha : Orbis, 1933, p. 106.

- big quantity of text,
- small format of poster, and
- unsuitable placing.

M. Sutnar similarly examined print ads.²² In his opinion, losses are smaller than in the previous case – effectiveness of print ads is 25 %; however, he finds major mistakes made by advertisers in preparing their advertising strategy and lack of creativity:

- choice of bad text and calls/appeals,
- not systematic advertising and choice of an irrelevant time for ads,
- unsuitable formats of ads and bad graphics of the advertising communication,
- wrong choice of the medium – carrier of ads,
- too fast work – apparently, not sufficient level of strategy and creativity, and
- faulty placing of the ad in the medium.

He analyzed the individual steps of the preparation of the selling and communication strategy in detail and subsequently drew a conclusion that effective advertising can be created on the basis of a certain methodology he defined in 7 points below:²³

1. „*Determination of selling calls/appeals and the choice of only several types of the best selling products according to market analysis.*
2. *Development of an advertising plan and setting the amount of advertising fund.*
3. *Development of a preliminary budget for advertising for the nearest period with about 10 % contingency reserve for unforeseen expenses to be able to flexibly respond to unexpected changes or additions to the advertising event, promotion.*
4. *Development of individual advertising tools according to the advertising budget, preparation of drawings, graphics, commissioning of ads and print, etc.*
5. *Execution of advertising exactly according to the plan, record keeping of all individual events/promotions and their comparison with the preliminary plan and budget.*
6. *Checking results and effectiveness of advertising by establishing its impact on sales and selling records.*

22 SUTNAR, M.: *Nové metody zvýšení prodeje a organisace odbytu*. Praha : Orbis, 1933, p. 108.

23 SUTNAR, M.: *Nové metody zvýšení prodeje a organisace odbytu*. Praha : Orbis, 1933, p. 121-122.

7. After the end of advertising and selling period comparing the projections of the plan with the actual outcome, review of gained experience and according to that modification of a change for the future advertising events/promotions.

Without this systematic activity we can't prevent advertising losses which are more dangerous when we have little capital available and so have to economize in all items of the selling price calculation.

Conclusion

The above, by definition, only a fleeting glance at these seven titles of Czech advertising literature of the first four decades of the 20th century shows the topic of the effectiveness of advertising communication had been constantly present in the professional discourse of the then representatives of our advertising theory. They were intensely looking for sources and barriers to the effectiveness of advertising communication, correctly started their thoughts by analysing the background conditions for commercial communication, paid attention to market research and aimed to find such communication rules and connections able to lead to the high effectiveness of their creative and managerial effort. With pleasure and recognition of their work we can say that many of their findings and approaches to the analysis of advertising reality and synthesis of partial pieces of information are still valid today.

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DISCOUNT SHOPPING WEBSITES AS A PHENOMENON OF THE INTERNET AGE

Igor Piatrov – Alena Kusá

ABSTRACT:

Since its creation, the Internet has brought a lot of advantages to consumers as well as brands. We can say that it has influenced and is still influencing modern marketing development. It has become an inseparable part of consumers' lives as showed by the statistics on households with the Internet connection. At the turn of the centuries the Internet created a certain phenomenon – discount shopping websites to reflect changing consumer behaviour in relation to discounts and sales. Since that time discount websites have experienced a big boom and have become a powerful tool for sale and communication of various brands. The paper title deals with discount shopping websites as a certain phenomenon of the Internet age while defining use of these websites by Generation C as a segment of connected users.

KEY WORDS:

e-business, e-commerce, generation C, online shopping

1 Introduction in the topic

Since the '90s development of digital technologies and mainly the Internet as a global network of connected computers and digital devices¹ has paved the way for implementation of new marketing strategies. By its features the Internet has enabled transfer of traditional shopping and trading from the real into the virtual world having created new terms, e.g. e-business or e-commerce including e-shopping.

1 See also: PETERKA, J.: *Jak starý je internet?* [online]. [2017-01-01]. Available at: <<http://tech.ihned.cz/geekosfera/c1-59045020-internet-datum-vzniku>>; MENDELOVÁ, D., ZAUŠKOVÁ, A.: Innovation in the Slovak Advertising Environment. In *Communication Today*, 2015, Vol. 6, No. 1, p. 39-56; ČÁBYOVÁ, L.: *Marketing a marketingová komunikácia v médiách*. Łódź : Księży Młyn Dom Wydawniczy Michał Koliński, 2012, p. 188.

2 E-business and e-commerce

Despite the notions of e-business and e-commerce being frequently used, they are often misinterpreted. Before we deal with the topic itself, we are going to define these terms in brief for better understanding.

2.1 E-business

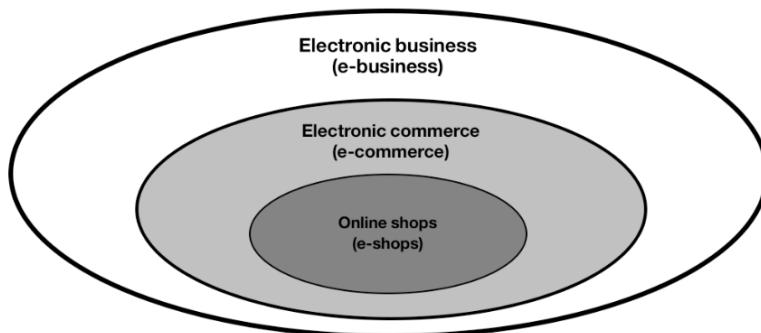
Since development of digital technologies and the Internet itself e-business has registered a considerable growth. At first this term defined only those activities which are currently referred to as e-commerce, mainly e-shops. This term is, however, much broader as it includes all company activities increasing effectiveness of internal as well as external business processes. There are two basic elements with the equal position – businesses on the one hand and consumers on the other one. As far as a business is concerned, e-business entails all the activities related to production and trade as well as support and management activities increasing effectiveness of services provided to the target audience, e.g. regular customers, business partners, companies or other institutions. There are also other activities to be included in e-business, e.g. product development, production, management, outsourcing, marketing, sale, payments, invoicing, packaging, transportation, PR, HR up to top management and many others. So as the activity could be referred to as e-business, it has to be implemented, supported or managed through electronic tools, i.e. Information and Communication Technology (ICT) which serve to acquire, store, process, transfer or present any data. As mentioned before, e-business can be defined as all the activities including information and communication technology which increase effectiveness of services provided to the target audience.²

2.2 E-commerce

E-commerce has become a household name with different types of business entities. This term happens to be often confused with e-business or linked only to online shopping. As explained above, e-business embraces various activities increasing effectiveness of services provided to the target audience. In contrast to e-business, e-commerce is much

² SUCHÁNEK, P.: *E-Commerce: Elektronické podnikání a koncepce elektronického obchodování*. Praha : Ekopress, 2012, p. 9-10.

more limited. E-commerce focuses on all the activities connected with trading even though it does not include only e-shopping but also other services related hereto such as distribution, sale, marketing, product service, etc. The authors Dorčák and Pollák describe the difference as follows: „*E-business refers to any information system or an application enabling business transactions or any other processes in relation to trade and company management. E-commerce represents a limited part of e-business solely focused on e-shopping.*“³



Picture 1: Position of e-business and e-commerce

Source: own compilation based on: SUCHÁNEK, P.: *E-Commerce: Elektronické podnikání a koncepce elektronického obchodování*. Praha : Ekopress, 2012, p. 10.

Suchánek defines e-commerce as „*communication among business entities through ICT while electronic communication in all the phases of a business transaction does not necessarily need to be exclusive.*“⁴ As a result, not all the activities shall be strictly implemented through ICT as some of them can be realised in person, e.g. delivery of the invoice or the product catalogue.

2.2.1 E-shopping and online marketplace

When it comes to online shopping we mostly encounter the term of e-shopping or e-shop. As shown by the statistics, the Internet has become a household name in Slovakia. In the first quarter of 2016 50.1% of Slovak

3 DORČÁK, P.: *eMarketing: Ako osloviť zákazníka na internete*. Prešov : Ezo, 2012, p. 78.

4 SUCHÁNEK, P.: *E-Commerce: Elektronické podnikání a koncepce elektronického obchodování*. Praha : Ekopress, 2012, p. 11.

households were equipped with a desktop computer or a laptop of which only more than a half (26.6%) had the Internet access, though.⁵ Nine years later, in the first quarter of 2015 up to 80.5% of Slovak households were equipped with a PC with 79.5% having the Internet access.⁶ The digital standard of the Slovak households have considerably increased resulting in a swift growth in the number of e-shops or popularity of online shopping in general. E-shop could be defined as „*a shop which enables communication by computer networks, telecommunications or computer technologies. This communication occurs between particular contractual parties and from a legal point of view it could be characterised as an expression of free will to do trading.*” Cost-cutting is the main goal of implementation of e-shopping into a business strategy. In general e-shopping is said to be less costly for operation, does not require physical environment, specific maintenance, management or staff present at workplace. It could be managed from any place providing the Internet access is fully functional. E-shopping has a number of models of which the sale model is the most common one. It includes a seller offering the goods on the one hand and an unlimited number of potential buyers on the other one.

Online marketplace represents another possibility of e-shopping. As defined by Dvořáček, „*it is a virtual place connecting demand of customers with an offer from different suppliers.*”⁷ Therefore we can say that e-shop is a simpler model of online marketplace as one seller is replaced by an unlimited number of different sellers. Apart from cumulating deals from different sellers in one place, another benefits include up-to-date

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- 5 Štatistický úrad Slovenskej republiky. [online]. [2016-07-27]. Available at: <<http://archiv.statistics.sk/html/showdoc.dodocid=5965.html>>.
 - 6 Štatistický úrad Slovenskej republiky. [online]. [2016-12-09]. Available at: <[http://statdat.statistics.sk/cognosext/cgi-bin/cognos.cgi?b_action=cognosViewer&ui.action=run&ui.object=storeID\(%22i2611B BC2D3174CFB9011FD0A32D96710%22\)&ui.name=Vybavenie%20dom%C3%A1cnost%C3%AD%20informa%C4%8Dn%C3%BDmi%20technol%C3%B3giami%20%5bis1001rs%5d&run.outputFormat=&run.prompt=true&cv.header=false&ui.backURL=%2fcognosext%2fcps4%2fportlets%2fcommon%2fclose.html](http://statdat.statistics.sk/cognosext/cgi-bin/cognos.cgi?b_action=cognosViewer&ui.action=run&ui.object=storeID(%22i2611B BC2D3174CFB9011FD0A32D96710%22)&ui.name=Vybavenie%20dom%C3%A1cnost%C3%AD%20informa%C4%8Dn%C3%BDmi%20technol%C3%B3giami%20%5bis1001rs%5d&run.outputFormat=&run.prompt=true&cv.header=false&ui.backURL=%2fcognosext%2fcps4%2fportlets%2fcommon%2fclose.html)>.
 - 7 SUCHÁNEK, P.: *E-Commerce: Elektronické podnikání a koncepce elektronického obchodování*. Praha : Ekopress, 2012, p. 88.
 - 8 DORČÁK, P.: *eMarketing: Ako osloviť zákazníka na internete*. Prešov : Ezo, 2012, p. 107.

information on products to be offered, speed of response, comfort as well as minimum operating costs.⁹

3 Discount shopping websites as a phenomenon of the Internet age

As mentioned above, discount shopping websites could not be expressly ranked among the types of e-commerce business. On the one hand, they take a form of e-shopping as a consumer chooses and buys a certain product, which are typical features of a sale model of e-shopping. However, it can be said that discount shopping websites cumulate offers from different sellers in order to communicate them to an unspecific number of potential customers. The website becomes an intermediary of those offers and therefore turns into online marketplace. As a result, discount shopping websites are thought to be a hybrid of e-shops and online marketplace. Consequently, discount shopping websites and their aggregates are referred to as collective sites or deal-of-the-day (daily deals) sites. Daily deal websites including discount shopping websites have emerged at the turn of the centuries. Mercata Inc. was the first website to have started this phenomenon. Their message tried to persuade consumers to buy a specific product online saying that the more people are interested in purchase, the lower is the price and motivating them to certain connection or unification.¹⁰ The first discount shopping website named Woot was created in 2004 in the USA as woot.com. It brought a new way of shopping as it offered a daily deal for one product while adding another bargain at the end of the day. Two biggest Slovak discount shopping websites Zlavadna.sk and Zlavomat.sk emerged in 2010 and 2011. Daily deal websites have recorded a considerable growth since then. There were around 150 discount shopping websites in 2012 having sold goods and services at the total sum of 38 million EUR (a 70% rise compared to the year 2011). Only a half of these websites were active in 2013. The majority ceased to exist due to low margins, market saturation and tough competition with other discount shopping websites. In the first quarter of 2013 ten biggest shopping websites

9 DORČÁK, P.: *eMarketing: Ako osloviť zákazníka na internete*. Prešov : Ezo, 2012, p. 108.

10 FLYNN, L.: *MobShop, a Group-Buying Site, Drops Its Consumer Business*. [online]. [2017-01-15]. Available at: <<http://www.nytimes.com/2001/01/15/business/mobshop-a-group-buying-site-drops-its-consumer-business.html>>.

accounted for 80% of the total turnover, which showed that the biggest market leaders had taken the whole share of the market segment.¹¹ The initial „boom“ of discount shopping websites has already faded away and the market is represented by a few top players having the highest potential of addressing new consumers and expanding their network.

At present there are appr. 25 relevant discount shopping websites operating in the Slovak market.¹²

By natural market selection there are two basic groups of discount shopping websites:

- Discount shopping websites – websites for mass e-shopping collecting offers directly from sellers and offering them to potential customers on a specific website, e.g. zlavadna.sk, zlavomat.sk and many others.
- Discount aggregates – websites aggregating existing offers from discount shopping websites and offering them to their potential customers, e.g. odpadnes.sk, zlavy.sme.sk, morezliav.sk, etc.

In 2016 the company MB Brand Management tried to define a new approach towards customers doing the online shopping on discount websites. The survey showed that a third of the Slovak population prefer browsing daily deals websites. These can be characterised as follows:

- the core is made up from people residing in small or middle towns (5,000 to 20,000 inhabitants) aged 25 – 44 and families with small children;
- they are looking for good bargains to purchase the most items possible at the lowest price;
- in general they like shopping online and they often go to shopping centres as well;
- they mostly buy in the cheapest e-shops and almost a half of them do their online shopping on eBay or Aliexpress;
- they are highly responsive to advertising offering sales and discounts or including the terms such as x%, a special offer or a good bargain;

11 *Zľavových portálov ubudlo, no predaje ďalej rastú*. [online]. [2016-05-13]. Available at: <<http://tlacovespravy.sme.sk/ts/2272/zlavovych-portalov-ubudlo-no-predaje-dalej-rastu/>>.

12 EVENT2ALL: Prieskum Odpadneš.sk: Zľavové portály predali za polrok slovenským hotelierom viac ako polmilióna posteli. [online]. [2016-07-16]. Available at: <<http://strategie.hnonline.sk/tlacove-spravy/785535-prieskum-odpadnes-sk-zlavove-portaly-predali-za-polrok-slovenskym-hotelierom-viac-ako-pol-miliona-posteli/>>.

- they prefer booking weekend stays in Slovak resorts while they are mainly attracted by facilities such as a swimming pool, wellness or a special price;
- they are mad about special offers (up to 13% of the population).¹³

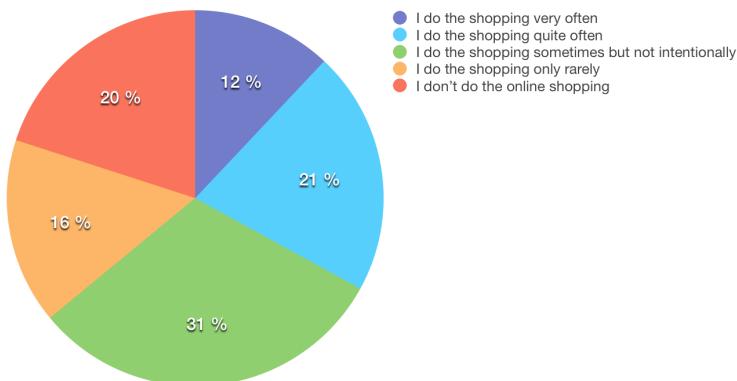


Chart 1: Frequency of shopping on discount shopping websites

Source: own compilation based on RM: Vieme, kto je typický zákazník zľavových portálov. [online]. [2016-09-26]. Available at: <<http://strategie.hnonline.sk/marketing/832286-vieme-kto-ja-typicky-zakaznik-zlavovych-portalov/>>.

3.1 Discount shopping websites and Generation C

We carried out a brief survey to define the attitude of Generation C to discount shopping websites where we questioned 120 university marketing students aged 20 to 25. As these students are „connected“ consumers, the sample is considered as representative based upon its psychographic behaviour as all the respondents are a part of the consumer segment of Generation C. Before we present the survey and its results, let us define the segment in brief.

Even though the term is relatively new in marketing practice, its origins date back to 2004. At that time researchers defined a new cross-sectional cohort generation combining digitally and technologically

¹³ RM: *Vieme, kto je typický zákazník zľavových portálov. [online]. [2016-09-26]. Available at: <<http://strategie.hnonline.sk/marketing/832286-vieme-kto-ja-typicky-zakaznik-zlavovych-portalov/>>.*

literate consumers who were just starting publishing and sharing their own digital web content.¹⁴ The full-value definition of the term emerged only in 2012 when V Brian Solis, a digital analyst at Altimeter Group, an author and a speaker published the article named „*Meet Generation C: The Connected Customer*“ where he defined the term of Generation C and a connected customer. The term Generation C is directly linked to a word „connected“.¹⁵ It says that a connected customer reflects on how people transferred technologies from social networking sites into smartphones or intelligent devices and promoted a digital lifestyle, which is so typical for Generation C.¹⁶ We may assume that the author himself prefers a psychographic definition of this group. In other words, this Generation shares the same state of mind. Generation C has the majority of its members among the young. They are technologically skilled and modern communication technologies are a natural part of their everyday life. They can also be defined as enthusiasts and pioneers of modern technologies and IT trends. This philosophy also defines general characteristics and features of their behaviour. There are four basic patterns of behaviour:

- Connection – It is crucial to be connected to the Internet by PC, phone or tablet.
- Curation – They like sharing information and content by social networking sites.
- Creation – They do not only share existing content but they create contents themselves, communicate their ideas in blogs, share videos and photos.
- Community – Virtual relationships and interactions are as important for them as their private life.

The respondents were also asked whether they do their shopping on discount websites and if they do, they were supposed to state specific websites they use and mention three of them they browse on a regular basis. We were also interested in the items the respondents usually buy and what frequency of their online shopping is. The survey showed

14 FOX, Z.: *Forget Generation Y: 18- to 34-Year-Olds Are Now 'Generation C'*. [online]. [2017-02-23]. Available at: <<http://mashable.com/2012/02/23/generation-c/>>.

15 HARRIS, I.: *Generácia C a jej základné charakteristiky*. [online]. [2016-09-17]. Available at: <<http://www.ludia-a-rast.com/2012/09/generacia-c-jej-zakladne-charakteristiky.html>>.

16 SOLIS, B.: *Meet Generation C: The Connected Customer*. [online]. [2016-04-09]. Available at: <<http://www.briansolis.com/2012/04/meet-generation-c-the-connected-customer/>>.

that up to two thirds of the respondents do their shopping on discount websites. Generation C is much more active in this regard in comparison to traditional customers of which only a third do online shopping on a regular basis.

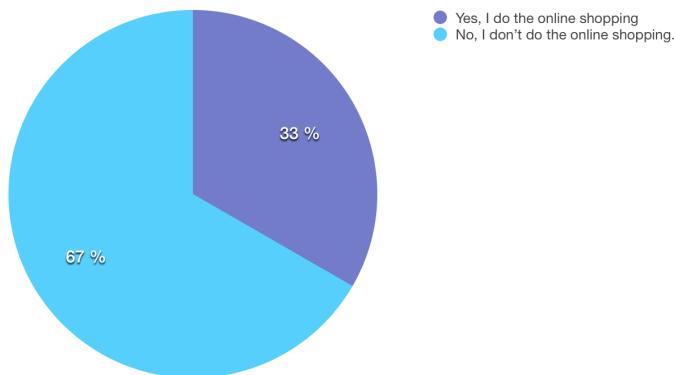


Chart 2: Online shopping on discount shopping websites by the segment of Generation C

Source: our own resources, 2017.

Our next question aimed to focus on awareness of discount shopping websites and their aggregates. We selected fourteen potentially the most popular discount shopping websites and aggregates while giving a possibility to choose one's favourite website. Based upon the results it is obvious that Generation C mainly knows the biggest and the most stable brands which had literally created the Slovak market with discount shopping websites – zlavadna.sk and zlavomat.sk. Almost a third of the respondents know another discount shopping website – morezliav.sk. Therefore we may assume that Generation C mainly focuses on generally known discount websites while having only little or almost no awareness of small newly-created discount websites and aggregates.

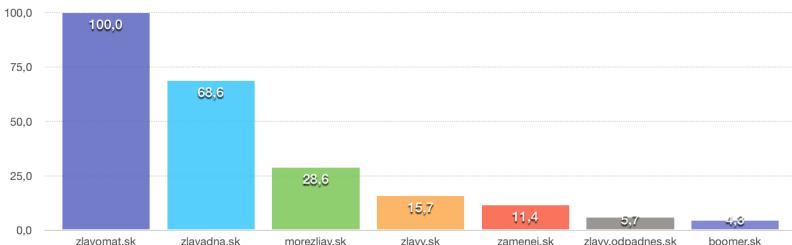


Chart 3: Awareness of discount shopping websites and their aggregates in the segment of Generation C

Source: our own resources, 2017.

Our further results also confirm the above mentioned statement. The respondents were asked to name three of their most popular discount shopping websites. Two biggest brands of discount shopping websites and discount aggregates came first. It is interesting to note that less popular discount websites ranked among the top brands, for instance the aggregate created by the Slovak radio Europa 2. It is also worth mentioning that more than 15% of the respondents use foreign discount shopping websites. The results show that Generation C trust stable and authentic brands on the market.

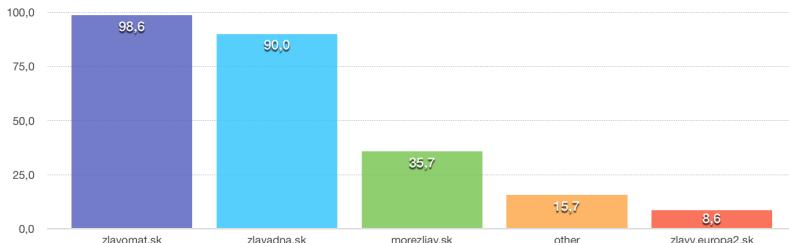


Chart 4: The most popular discount shopping websites and aggregates in Generation C

Source: our own resources, 2017.

Furthermore we were interested in what Generation C buys on the discount shopping websites. Travelling and journeys were in the first rank by 90% of the respondents. The category of health, wellness and beauty accounted for more than 80%. Almost a half of the respondents buys goods as electronics, cosmetics or sport outfits. Travelling and

wellness are the most popular products/services even for the segment of Generation C.

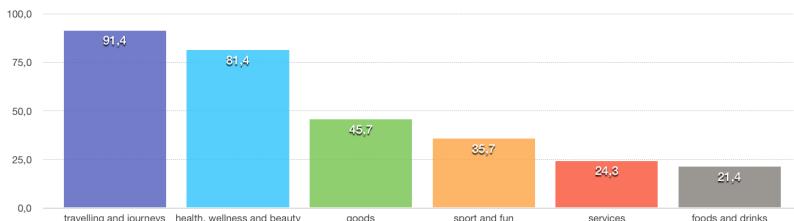


Chart 5: The most popular products on discount shopping websites and aggregates for Generation C

Source: our own resources, 2017.

The last question dealt with frequency of e-shopping on discount shopping websites. Up to 60% of the respondents do the shopping more than twice a year followed by the shopping frequency once a year. Only 17% of the respondents do their shopping on a monthly basis. These results confirm that Generation C use discount shopping websites only occasionally. The category of travelling and wellness stays includes rather expensive items generating only occasional demand. Due to a lack of finance, university students as the main representatives of Generation C, can afford to purchase such products/services, but not more often than once or twice a year. As Generation C consists mainly of university students and due to a lack of finance can afford to buy such items on discount shopping websites, but not more than once or twice a year.

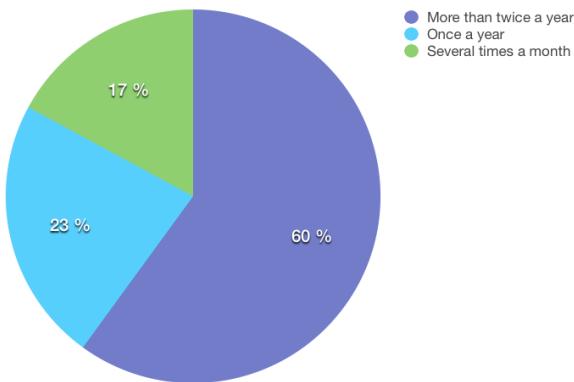


Chart 6: Frequency of shopping of Generation C on discount shopping websites and aggregates

Source: *our own resources, 2017.*

Conclusion

Discount shopping websites represent a specific phenomenon which has developed thanks to the Internet. Their have reflected changes in consumer behaviour as consumers got more and more responsive to the terms, i.e. sales, discounts, a good bargain, a time-limited price offer, etc. Discount shopping websites could link advantages brought about by the Internet and current trends in consumer behaviour in order to provide brands with attractive opportunities for their product placement. These websites have become extremely attractive as they have recently accounted for more than 13% of worldwide users of which a third is from Slovakia. Generation C represents an interesting segment for discount shopping websites. This consists of a consumer segment which is not limited by the date of birth but rather by their psychographic behaviour – they are permanently connected. Such a segment is highly reachable as its members are present in the Internet environment on a daily basis. They like travelling and relaxing and therefore discount shopping websites focus mainly on holidays, various types of stays and trips, wellness centres, etc. Generation C represents an attractive segment for discount shopping websites. We need to do study in more detail their attitude to e-shopping, search for new ways of communication and tailor offers to their requirements. Even though Generation C use discount shopping

websites only rarely, their purchase is always of a higher financial value and therefore the brands consider such websites as a strategic place for their product placement.

Acknowledgement:

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- HARRIS, I.: *Generácia C a jej základné charakteristiky*. [online]. [2016-09-17]. Available at: <<http://www.ludia-a-rast.com/2012/09/generacia-c-jej-zakladne-charakteristiky.html>>.
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- RM: *Vieme, kto je typický zákazník zľavových portálov.* [online]. [2016-09-26]. Available at: <<http://strategie.hnonline.sk/marketing/832286-vieme-kto-ja-typicky-zakaznik-zlavovych-portalov/>>.
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REPUTATION OF SLOVAK TEACHING HOSPITALS – SELECTED PERSPECTIVES

František Pollák – Nella Svetozarovová

ABSTRACT:

The paper discusses the issue of reputation, more specifically the ways and methods of its measurements in selected entities operating in the healthcare sector. A thorough multifactor analysis of reputation in the virtual world of the Internet was conducted on a specific sample of entities/ subjects – Slovak Teaching Hospitals. Using a careful statistical testing relationships between factors were examined in order to identify and describe facts affecting online reputation of those entities in the hyper competitive market environment of the Internet. The findings identified by the analysis of online environment were compared to traditional ratings from “brick world”. The results of analysis thus providing a comprehensive view on the issue of the reputation in the widest possible range of perspectives.

KEY WORDS:

competition, internet, on-line reputation, reputation, reputation determinant, reputator

1 Introduction

Reputation is an extremely important factor for gaining and strengthening consumer trust and confidence in the virtual as well as real world.^{1,2,3,4} Trust building is a long and arduous process and includes feelings, impressions and experiences of people who came into contact with the

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- 1 For more information, see: HELM, S. et al.: *Reputation Management*. Berlin : Springer-Verlag, 2011.
 - 2 See: GOTTSCHALK, P.: *Corporate Social Responsibility, Governance and Corporate Reputation*. USA : World Scientific Publishing Co. Pte. Ltd., 2011.
 - 3 POLLÁK, F. et al.: Sustainable E-marketing of Selected Tourism Subjects from the Mediterranean Through Active Online Reputation Management. In *Volume 166 of the series Lecture Notes of the Institute for Computer Sciences, Social Informatics and Telecommunications Engineering*. Berlin : Springer, 2016, p. 692-703.
 - 4 DORČÁK, P., MARKOVIČ, P., POLLÁK, F.: Multifactor Analysis of Online Reputation as a Tool for Enhancing Competitiveness of Subjects from Automotive Industry. In *Ekonomický časopis*, 2017, Vol. 65, No. 2, p. 173-186.

given company / business entity. The Internet has changed the way we perceive reputation. In the past reputation of a company or individual was the result of hard work and also well-guarded. At present, all it takes to destroy good reputation is just a few mouse clicks. There are many people who are trying to destroy someone's reputation deliberately, like envious competitors, unsuccessful job applicants or dissatisfied clients. The Internet gives them the opportunity to constantly interfere with online reputation of a company using Google or entire site which are flooded with false or modified information. If a company is thoroughly prepared, it can defend itself from such attacks on their reputation. The Internet is hard to ignore, it is not a trend that would disappear, but rather its strength is growing. Even though some companies do not care about their reputation, everyone else is watching it – employees, potential customers, competitors. Available information thus change everyone else's view of the company.⁵ Online reputation management is the process of ensuring that the right information appears when people searches for it in browsers such as Yahoo!, Bing, Google or social networks Facebook, Twitter, Linked In and the like. The idea behind online reputation management is to minimize the negative content and promote flattering content. To achieve this goal, it is necessary to monitor the search engines and social networks and do what we can to minimize the amount of negative comments. Negative content can be pushed back by creating enough positive content so it would appear that negative content just vanished. Also, it is sometimes possible to get a competent administrator access and remove such a content.⁶ While access to the actual analysis, let's look in more detail at the basic characteristics of research problems.

2 Research problem

2.1 Reputation, the basic characteristics

When it comes to the actual process of building a corporate reputation, it is necessary to focus on the selected baseline characteristics linked

5 For more information, see: FERTIK, M., THOMSON, D.: *Wild West 2.0: How to Protect and Restore Your Reputation on the Untamed Social Frontier*. USA : Amacom, 2010.

6 STRADTMAN, L. R.: *Online Reputation Management for Dummies*. London, New York : John Wiley and Sons, 2012, p. 384.

with the process of positive reputation building. According to Svoboda,⁷ reputation has three dimensions:

- primary reputation,
- secondary reputation,
- cyclical reputation.

This is a rather interesting view. What exactly is meant by these different dimensions? Primary reputation takes into account first-hand experience a customer has with the business entity – the face to face experience. This experience is immediate and personal. Psychologists call the phenomenon a first impression. Following the first contact, consumers strongly perceive significant attributes of the business entity and form their opinion on the entity. Employees who are in a direct contact with customers shape their perception. Secondary reputation is rather indirect and largely relies on the communication with the media, relatives, friends, as well self-presentation. The contact thus established is impersonal and mediated and easily influenced by various prejudices and stereotypes that usually refer to the behavior of different groups or individuals. Such stereotypes and prejudices negatively influence individuals leading to wrong conclusions. Cyclical reputation is influenced by social attitudes. If the social attitudes are in their favor, they do not feel the need to change their behavior. If, however, attitudes are negative, they try to change their behavior, products, or services through appropriate tools.

2.2 Reputation in the online environment, online reputation management

Many Slovak and foreign authors^{8,9,10} argue that the concept of online reputation may cover many aspects ranging from organic presence in the

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- 7 For more information, see: SVOBODA, V.: *Public relations – moderně a účinně*. Praha : Grada Publishing a.s., 2009.
 - 8 KANIKA, D.: *Prečo je online reputácia dôležitá?* [online]. [2017-04-10]. Available at: <<http://www.pranswer.com/sk/manazment-povesti-referencie-a-recenzie/preco-je-online-reputacia-dolezita/>>.
 - 9 SASKO, J.: *Dbáte na hodnotu svojej značky?* [online]. [2015-03-12]. Available at: <<http://www.podnikajte.sk/manazmentmarketing/c/1392/category/marketing/article/online-reputacny-manazment.xhtml>>.
 - 10 POLLÁK, F., BELOVODSKÁ, K.: Multifactor Analysis of Online Reputation as a Tool for Enhancing Competitiveness of Selected Health Care Providers. In *Annual international conference on enterprise marketing and globalization*,

search results, through traditional channels of marketing communication to its presence in its own virtual channels via social media. Reputation is thus the result of the activities carried out by a business entity on the Internet. Reputation also includes interaction with customers and their reactions.¹¹ Today, there is no need to question why the online reputation is important, but rather how to analyze the current state of online reputation and how to get started with its active management.¹² In the following three points, we will point out a few facts that are crucial for active online branding:

- the number of potential online customers is increasing,
- availability of information on the Internet,
- need to keep the brand under control.

It is an objective fact that the number of potential online customers is increasing. More and more companies are becoming aware of the fact that online presence is a necessity. Consumers enjoy fast access to and favorable prices of services and goods on the Internet. It is likely that people soon will buy online goods and services mainly because of their convenience and not only for favorable prices. Therefore, online presence and reputation are crucial for attracting new customers. Online references and reviews have a similar effect as recommendations from customers. Overlooking online reputation may mean the difference between success and failure or bankruptcy.¹³ Another very important factor speaking in favor of online presence is the ever-increasing availability of information.¹⁴ Nowadays many people are familiar with social networks which also feature online reviews. It is quite possible that a lot of things we do offline will become online matters. Therefore, it is important to remember that online and offline world are closely linked and our business activities in the offline world will be eventually reflected in our online reputation (ref.12). Online reputation management is

Global science and technology forum. Conference Proceedings. Singapore : GSTF, 2015, p. 6-12.

- 11 For more information, see: FILL, C.: *Marketing Communications: Interactivity, Communities and Content*. 5th Edition. UK : Pearson Education Ltd, 2009.
- 12 See: MARSDEN, H.: *Guard Your Reputation On-line*. Birmingham : Smartebookshop, 2013.
- 13 See also: LEBOFF, G.: *Sticky marketing – Jak zaujmout, získat a udržet si zákazníky*. Prague : Management Press, 2011.
- 14 SUHÁNYI, L., SUHÁNYIOVÁ, A.: Multi-Criteria Decision-Making Tool Design for the Investment Decision-Making of Territorial Self-Government Regions. In *Journal of Applied Economic Sciences*, 2014, Vol. 9, No. 1, p. 110-122.

one of the best possible ways to find out the current status of business entity's corporate brand. It is more than possible that our customers will at some point of time leave a review on the Internet. In addition to web platforms and websites it is necessary to control all the "other" media associated with our brand like interaction with customers, fans or even competitors.¹⁵ The article provides an insight into the active reputation management in the online environment using a thorough analysis of one of the available methodologies. Moreover, the article also evaluates data, identifies common background and provides recommendations regarding the subject matter, namely top-selling brand of cars operating on the Slovak market.

3 Aims and methods

The main objective of the paper is to present chosen option for measuring online reputation of selected entities operating in the healthcare sector with an aim to increase their competitiveness through a better understanding of the basic determinants of effective management of online reputation. Based on the current state of the issue theoretical knowledge and bases were accumulated, that provide knowledge base for the subsequent empirical research. A thorough multifactor analysis of reputation in the virtual world of the Internet was conducted on a specific sample of entities, all 11 Slovak Teaching Hospitals, compared primary to up to date non-profit organization INEKO 2016 ranking,¹⁶ secondary to the health insurance company Dôvera 2016 rank¹⁷ and to the still actual ranking of main player on selected market, the General Health Insurance Company.¹⁸ For the purpose of this research we used modified multi-factor sentiment analysis on which we would like to demonstrate model option for measuring total online reputation (TOR) of selected entities. Methodology of the modified multi-factor analysis of

15 POLLÁK, F.: *On-line reputačný manažment v podmienkach stredoeurópskeho virtuálneho trhu*. Prešov : Bookman, 2015, p. 120.

16 *Hospital of the year 2016*. [online]. [2017-03-31]. Available at: <http://nemocnice.ineko.sk/nemocnica_roka/2016/>.

17 *Hodnotenie nemocníc podľa pacientov 2016*. [online]. [2017-04-10]. Available at: <<https://www.dovera.sk/hodnotenie/2016/celkove-hodnotenie>>.

18 *Prieskum spokojnosti pacientov 2015*. [online]. [2017-04-10]. Available at: <<https://www.vszp.sk/poskytovatelia/indikatory-kvality/prieskum-spokojnosti-pacientov-2015/>>.

the total online reputation TOR was introduced in our previous studies (ref. 3 and 4), it brings more variability in its application on a broader spectrum of subjects than standard multi-factor analysis introduced by Sasko (ref.9). Moreover, it also brings a comprehensive look at the reputation of the given entity relative to the total possible reputation expressed as a percentage. Methodology used in the TOR index uses n-factors. The results of analysis thus providing a comprehensive view on the issue of the reputation in the widest possible range of perspectives

For each of analyzed subject, the first step analyses the sentiment of the first 10 results on Google. As for the number of groups, the standard is at least two groups: 1st group: name of the entity, 2nd group: instead of adding another keyword to the search engine, we repeated the measurement with one parameter, this time in the Google tab "News". It should be pointed out that in terms of the dynamics of published reports this was the least stable parameter. In any case, the number of groups is not particularly limited. Quantification is then ensured by unifying the scores into the percentage form. This is based on the assumption that within a single group the entity may receive a maximum score of 155 points – the ratio 1 point = 0.645%. For purpose of our analysis with 2 groups, the entity may receive a maximum score of 310 points – the ratio 1 point = 0.32%. Second step identifies the determinants of online reputation, the so-called reputators. Reputator can be any determinant that can objectively affect the perceived online reputation of the entity, while its value can be quantified as a percentage. Normally these are important web pages, catalogues or social networks that can significantly affect the reputation of the entity. Given the various business fields entities operate in, reputation determinants cannot be clearly defined in advance. In terms of advantage quantification, it is possible to approach individual reputation determinants by unification of partial rankings – for example Google and Facebook ranks the subjects on a scale of 1-5. For the purpose of further analysis, we needed to unify reputation determinants by recalculating the percentages.

In the third step we can calculate the total advantage of the entity's online reputation with regard to its pre-defined competitors, as follows: Standard equation (ref. 3 and 4) features specific determinants of online reputation and their weight. The basic reputation determinant is the ASA percentage score. The equation allows us to take into account any number of other reputation determinants. For the calculation itself it is necessary to determine the weights of individual reputation

determinants which are normally determined depending on the subject and target market. If the weight of individual reputation determinants is not known in advance, the simplified formula for calculating the overall online reputation is as follows:

$$TOR = \frac{R_{ASA} + \sum_{i=1}^n R_i}{n + 1}$$

Where:

TOR- Total online reputation v %

R_i - Reputation determinant (% score according to the particular i-reputation determinant)

R_{ASA} - ASA reputation determinant (%score according to the advanced sentiment analysis)

n- Number of determinants

In this case, the value of the overall online reputation is an arithmetic average of individual indicators (partial score according to individual determinants). Relations among factors (online reputation score based on the advanced sentiment analysis compared to the indices of reputation offered by the main Internet players, such as Facebook, Google and major local catalog portal Azet.sk provide as a part of their ratings) were then examined in thorough statistical testing using non-parametrical methods, such as Kendall rank coefficient, in order to identify and describe basic facts affecting online reputation of selected entities in the hypercompetitive market environment of the Internet.

4 Results and discussion

Each of the set of selected entities, in this case all 11 Slovak Teaching Hospitals, try to shape their reputation both within real and virtual world through their management. For the purposes of our research, we focused on the virtual world of the Internet.

4.1 Overview table of partial score

Using the advanced sentiment analysis (ASA), we calculated partial score presenting the power of online reputation of entities based on the nature of the first 10 Google search results. Google and its search results are, however, only one of many ways in which potential customers can access

relevant information. Considering the previous research in the field of healthcare, we identified the following other determinants of online reputation (reputators) of healthcare entities, in particular:

- Facebook (reviews on the scale 1-5),
- Google (reviews on the scale 1-5),
- Azet.sk (reviews on the scale 1-5).

Each of these reputators has five-point scale system which determines the overall score. For the purposes of further analysis scores of partial reputators were unified and converted into a percentage. Before we analyze the results by statistical testing, it is necessary to expound the specific values and partial score for the analyzed subjects through the overview table. The following table presents partial results – measured values of individual determinants / score of partial reputators of online reputation/ as well as score of total (overall) online reputation:

Table 1: Overall (Total) online reputation

Rank (INE-KO)	Town/ Result sentiment	ASA score (%)	FB rating (%)	Google rating (%)	azet rating (%)	Number of pages indexed by Google	INEKO rating (%)	Dôvera Rank 2016	VšZP score (%)	TOR score (%)
1.	Faculty Hospital Nitra	11.84	72.00	80.00	40.00	77 200	60.10	9	64.06	50.96
2.	Faculty Hospital F. D. Roosevelt Banská Bystrica	57.92	90.00	80.00	60.00	27 400	56.00	4	62.41	71.98
3.	Central Military Hospital SNP Ruzomberok	50.56	100.00	70.00	100.00	25 200	55.10	1	69.90	80.14
4.	University Hospital Martin	70.40	80.00	0.00	100.00	67 000	52.40	2	71.58	83.47
5.	Faculty Hospital Nove Zamky	31.36	76.00	74.00	100.00	30 300	47.50	8	60.14	70.34
6.	Faculty Hospital J.A.Reimana Presov	36.80	74.00	74.00	0.00	22 700	42.70	7	54.66	61.60

7.	Faculty Hospital Trenčín	47.36	66.00	66.00	100.00	62 700	42.20	5	61.74	69.84
8.	Faculty Hospital Trnava	26.88	66.00	60.00	100.00	58 700	35.40	11	58.25	63.22
9.	University Hospital Bratislava	37.76	84.00	80.00	0.00	157 000	35.30	10	59.91	67,25
10.	University Hospital of L. Pasteur Košice	51.52	78.00	80.00	0.00	160 000	30.30	6	55.03	69.84
11.	Faculty Hospital Zilina	32.64	60.00	70.00	40.00	61000	23.20	3	47.66	50.66

Source: own processing

In the first step, we focused on analyzing reputation of the selected subject using broad sentiment analysis. For each analyzed subject we took into account the first ten results after typing in the selected keywords – name of the university hospital – in the search engine Google. The first results featured, as expected, hospitals' own websites. This came out as not surprising fact since the situation is almost the same for all sectors of business. It was expected that the following nine search results will be of a neutral character, however, this was confirmed only in two cases – university hospitals in Prešov and Košice. Neutral search results are mostly various sub-pages of the homepage or various formal references found on pages related to the government (state, county or city). Although they do not damage the reputation of the subject, they definitely do not add to its value with respect to the virtual "attractiveness". Positive search results related to the searched subject are from the point of view of Internet users more interesting, especially if users have no direct experience with any of those. The perception of the subject is thus established on very subjective – virtual experience. In this case, the positive sentiment regarding the studied subject was generally associated with the presence of the subject on Wikipedia or its profile on Facebook or other social media showing up in the first ten search results. Reviews of the studied subject appearing in the first ten search results after typing in the name of the studied subject were also considered as positive sentiment. An interesting finding highlighting the pitfalls of neutral reputation is a situation where the previously mentioned university hospitals in Prešov and Košice (both reaching in the first measurement of one parameter almost 30 % of the total possible

reputation) achieved a score only slightly higher than the University Hospital of Nitra (the winner of the evaluation carried out by the Institute INEKO), which recorded a significant negative sentiment in three out of ten Google search results. However, it compensated this loss by achieving three positive sentiments on positions 2, 4 and 8. Neutral sentiments can be easily removed and replaced with negative sentiments. The absence of positive sentiment can get any subject to red numbers.

Then we repeated the measurements using only one parameter, the full name of the subject. This time we focused on the results found in the tab "News". Based on the results we can state that the subjects are relatively good in mastering media communication. Except for three cases, namely University Hospital Nitra, Trnava and Bratislava, the subjects have not recorded more than one negative sentiment – negative reporting in the first 10 search results. However, there was no clear winner. The first place is held by the University Hospital in Košice and the University Hospital in Martin, who achieved almost the maximum level of positive reputation. It should be pointed out that we made a methodological adjustment in the case of the Faculty Hospital in Martin, since "Martin" is also a very popular male name. Therefore, we had to search the results for this hospital using quotes, which indeed might (but did not have to) affected the accuracy of the search results.

In the second step, we analyzed reputation of the analyzed subject calculating their reputation using the following: reviews on Facebook, Google and Azet.sk. Interestingly enough, the studied subjects got better reviews on the first two mentioned websites than they achieved in the study carried out by the institute INEKO. We also appreciate the fact that all of the analyzed subjects got such positive reviews. This shows they have penetrated into the market. Since these are university hospitals, this is not surprising at all. With regard to the website Azet.sk, nearly half of the reviews had a five stars rating, which in some cases meant 100 % rating. The winner of the evaluation carried out by the institute INEKO University Hospital Nitra together with the University Hospital Žilina achieved the rating of only 40 %. University hospitals in Bratislava, Košice and Prešov did not have any review on the website Azet.sk. However, it should be noted that although these hospitals as a whole did not have any reviews, their clinics and departments often had. Nevertheless, our analysis was aimed only at the university hospitals as a whole.

In the third step of the analysis we calculated the overall reputation. The clear winner is the University Hospital in Martin, which rating exceeded 80 % of the total value of positive online reputation. The University Hospital in Martin was followed by the Central Military Hospital Ružomberok. Then we have the University Hospital in Žilina and Nitra with 50 % rating. Interestingly enough, University Hospital Nitra was according to the INEKO Institute rated as the best university hospital in Slovakia.

The following figures point out some interesting outcomes of the analysis:

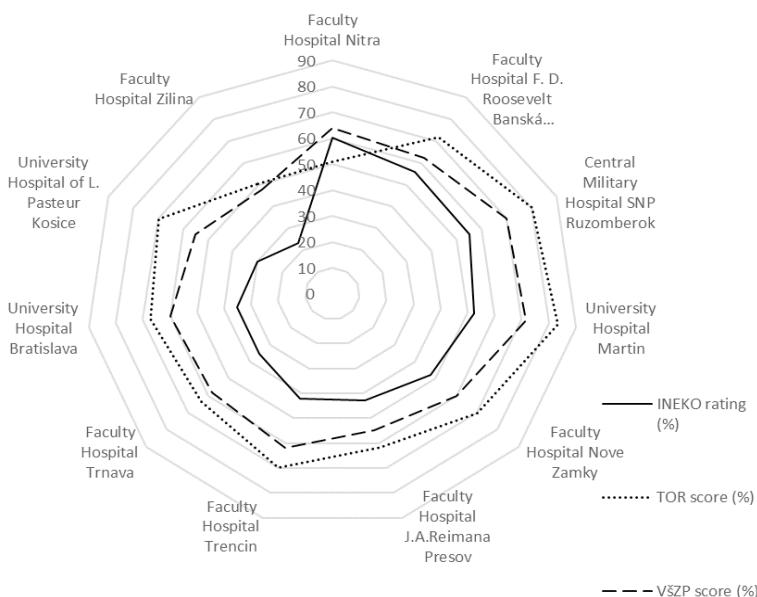


Figure 1: Traditional rankings vs. Overall On-line Reputation

Source: own processing

In comparison with the results of the institute INEKO, the score of the analyzed subjects with regard to their online reputation was around 25 %. The University Hospital in Nitra has recorded a decline in their online reputation when compared to results of INEKO by a little more than 9 %. On the basis of the analysis we were able to proceed with the statistical analysis of the selected context. Regarding the correlation

between INEKO rating and the level of overall virtual reputation, at the chosen significance level of 5% p-value is sharply higher than 0.05. We have therefore confirmed no statistically significant correlation between INEKO rating and TOR rating since each ranking method uses different factors.

With regard to organic search results (first 10) on Google in the tab "All" and "News" and INEKO rating we can conclude the following:

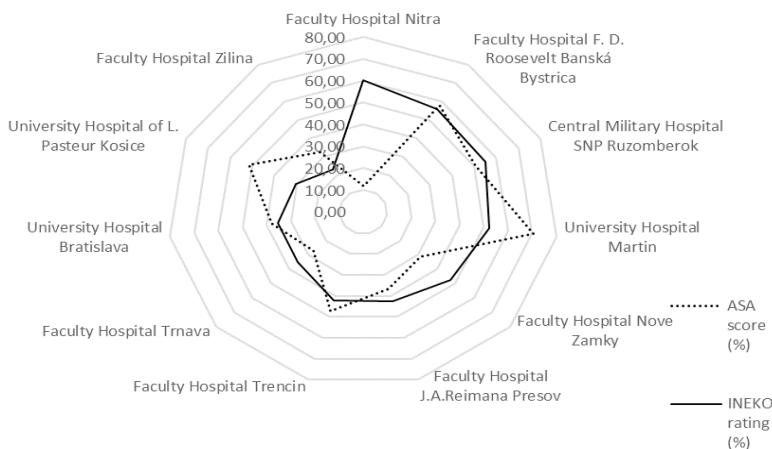


Figure 2: INEKO rating vs. Reputation by ASA

Source: own processing

Except for one case, the virtual reviews found in the search engine Google are more or less same as INEKO's reviews. Based on the results of the analysis, we tested and analyzed the selected context. Regarding the correlation between INEKO's rating and the level of virtual reputation according to ASA, at the chosen significance level of 5% the p-value is sharply higher than 0.05. Even in this case we were not able to confirm a statistically significant correlation between ASA score and INEKO's rating. Our next goal was to analyze the presence of the selected subject on virtual social networks, both in terms of user reviews and ratings.

The following figure will show us these parameters:

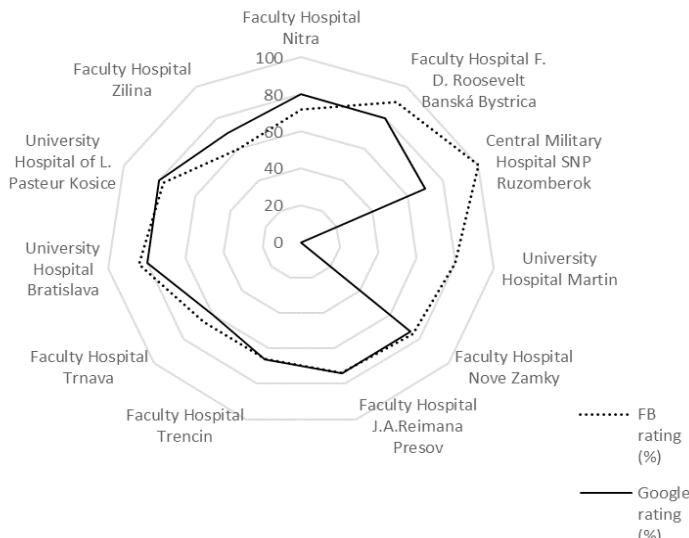


Figure 3: Ratings on VSNs

Source: own processing

It is clear that values measured on Facebook and Google are almost the same, except for the University Hospital in Martin which at the time of the analysis did not have any review on Google. As a final step we analyzed the connection between the scores of broad sentiment analysis and the total number of Google index pages of the subject. We can conclude that at the chosen significance level of 5 % the p-value was > 0.05 . We did not confirm a statistically significant correlation between variables. This only confirms the already known facts about the importance of quality over quantity.

Conclusion

We agree with the author Juraj Sasko (ref.9), who states, the active online reputation management utilizing platforms like Google, Facebook and YouTube can greatly facilitate active communication with the public, help in acquiring and evaluating feedback or speed up implementation of measures related to a crisis marketing communication. However, a wide variety of platforms requires a comprehensive approach. Reputation is

perception and reality reflecting the total sets of components of the most complex asset of an organization. Knowledge and understanding are considered one of the major contributions for sequences of connected factors, determinants, standardization, and formation of a systematically exhaustive exploration of the mathematical model, model checking as powerful tool of the presented paper.

From the point of view of analyzed subjects, hospitals in the leading positions have a distinctive advantage in terms of their online reputation among Internet users. In case the user seeking information about a particular subject does not encounter positive reputation indicators, this can ultimately affect his/ her overall perception of the entity. This is especially true if we are speaking about users who have not personally visited the subject yet and they make their opinions solely on the basis of information present in the online environment. Hospitals should attempt to curb negative publicity, and vice versa, to enhance and work on the positive publicity. This can be achieved particularly through the active online communication policy like dissemination of positive information through renowned major online newspapers or social networks. The best way to remove negative or neutral publicity in the first ten search results is a literal displacement of negative publicity by a thoughtful marketing communication policy conducted in the online environment. In general, it would seem that the most effective model of the comprehensive online reputational management is to focus on dominant reputation determinants, namely Google search results and active management of the profile on one of the social networks. Doing so may have positive effect only in the short term, users will demand content from platforms unused by/ or presenting the entity (Facebook and Google+, as resulting from the analysis), regardless of who is the content manager of the profile on these platforms. In this way, selected entities presenting themselves as official profiles can attract (or not) a large number of customer base. As indicated above, active instruments of the online reputational management can greatly facilitate active communication with public, help in acquiring and evaluating feedback or speed up implementation of measures related to a crisis marketing communication. Without a strong base of users none of this is possible, not with a significant result.

What can we state at the end? The comprehensive analysis provided comprehensive results, however, it is necessary to point out the limitations of our research, particularly data availability at the time the research

was conducted. Of the three major players dominantly determining the reputation of selected subjects in the offline world, only two provided a comprehensive assessment for 2016 (at the time of our research) – the Institute INEKO and the health insurance company Dôvera (The health insurance company Dôvera only provided final ranking of subjects), the main player, General Health Insurance Company provided at the time of our analysis on its website only “outdated” assessments for 2015. Despite the limitations we would like to state that the resulting comparisons and formulated interpretations provide a realistic and comprehensive view of the market of health care providers focusing on the university hospitals. The offline world represented by traditional players largely affects the reputation of selected entities, especially among professionals. Given the specificities of the time (and the number of other research and analyses) we would like to state that the general public, generations X and Y, is affected by those traditional players in terms of reputation shaping to a limited extent. The center of their information world is the Internet. Another trend of the times, the move away from mainstream information sources to alternative media and community portals makes it harder to control one's reputation. Search results on Google in the form of links to fan pages, community forums, catalog portals or local media can reveal even smallest imperfections in marketing communication. In combination with Facebook and Google ratings in the form of stars a single person can destroy reputation of a company. The strength of that person's “marketing” message is enforced through authenticity that this message carries and making it look legit. Our research synthesizes all mentioned viewpoints and offers a clear comparison of reputations of analyzed subjects across both worlds (online and offline). The results (processed graphically) bring interesting findings worthy of greater consideration. The findings identified by the analysis conducted on the local market (in this case, used as a model example), can be effectively used in any market for the purpose of increasing competitiveness of (not only) selected entities

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decision-making in the business management, while taking into account the psychological aspects of business and the analysis of the possible implications in neuromarketing".

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PRESENTATION OF ENVIRONMENTAL PRODUCTS FOR SLOVAK BUSINESSES IN THE MEDIA ENVIRONMENT FROM THE POINT OF VIEW OF BUSINESSES AND CUSTOMERS

Anna Zaušková – Lukáš Grib

ABSTRACT:

Environmental products affect various areas of human existence, having positive impact on the economy, the environment, reducing environmental pollution, saving natural resources as well as improving living standards. Even though businesses understand the need to promote them, due to various political, legislative or other reasons, it can often be complicated to implement them. Therefore product presentation in the media plays a key role. The business can communicate specific environmental products satisfying customers' wants and needs and meeting a required quality standard. The paper focuses on the analysis and evaluation of the effects of media exposure when presenting environmental products of Slovak businesses from the point of view of businesses and customers. It presents partial results of the research in the framework of VEGA project named "*Phygital concept and its use in sustainable integrated environmental management of businesses*".

KEY WORDS:

environment, environmental product, media exposure

1 Theoretical background

Nowadays the issue of environmental protection is one of the most challenging social topics due to a continuously disfavourable situation e.g. in the field of excessive air pollution, growing production of municipal waste or high noise levels for citizens. Exploitation of land due to construction of apartments along with a high risk of environmental disasters repetitively threaten environmental biodiversity. It is in our best interest to promote environmental balance and harmony between a man and the nature.¹ Environmental products define a progressive

1 ZAUŠKOVÁ, A. et al.: Environmental Protection and Sustainable Development in the Slovak Republic. In *European Journal of Science and Theology*, 2013, Vol. 9, No. 6, p. 154.

business the main goal of which is not only generating a profit but also perceiving and reacting to any impact from the external environment.

Environmental products should be effectively presented in the media in order to communicate their positive attributes to target audience. The main advertising goal is to harmonize all communication tools to be successful in the market, enhance consumers' awareness of an environmental product, make them want the product and generate demand herefor. A specific target group and an overall communication concept have to be defined for both the businesses which were set up to meet environmental requirements and those which decided to implement certain environmental products.² The main communication goal is to create positive image, introduce a new environmental product and its ecological attributes and thus increase environmental awareness. Consequently it is necessary to make customers create a long-term and loyal relationship with a particular product and thus improve company image. It is important for a business to appeal to customers' requirements and ecological needs. The field of environmental products is highly dynamic as it is influenced by various trends and fashions. Businesses of today regard eco-innovations and eco-innovation processes as important even though they do not use all the marketing communication tools for media presentation.³ Due to globalisation, development of IT and communication technologies, changes to customers' requirements and many other factors there have been new opportunities for communication with a customer.⁴ Development of technologies and dynamicity of environment enable traditional communication tools to function online even more effectively than ever before.⁵

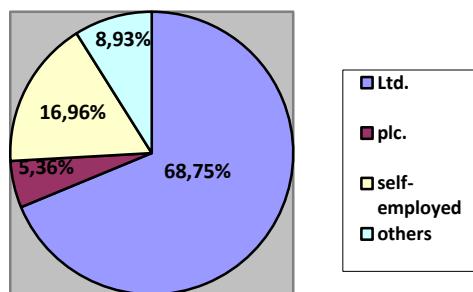
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- 2 MIKLENČIČOVÁ, R., ČAPKOVIČOVÁ, B.: Environmental Management and Green Innovation in Businesses. In MATÚŠ, J., PETRANOVÁ, D. (eds.): *Marketing Identity: Explosion of innovations. Conference Proceedings*. Trnava : FMK UCM in Trnava, 2014, p. 483.
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 - 4 MENDELOVÁ, D., ZAUŠKOVÁ, A.: Innovation in the Slovak Advertising Environment. In *Communication Today*, 2015, Vol. 6, No. 1, p. 40.
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2 Research into presentation of environmental products of Slovak businesses in the media environment from the point of view of businesses

In the framework of the VEGA project 1/064/15 named "*Phygital concept and its use in sustainable integrated environmental management of businesses*" we carried out two types of research of presentation of environmental products of Slovak businesses in media environment. The main goal of the first quantitative research was to find out knowledgeability and perception of media coverage used when presenting environmental products of Slovak businesses in the media. The research was done from October to December 2016. 225 online questionnaires were distributed.

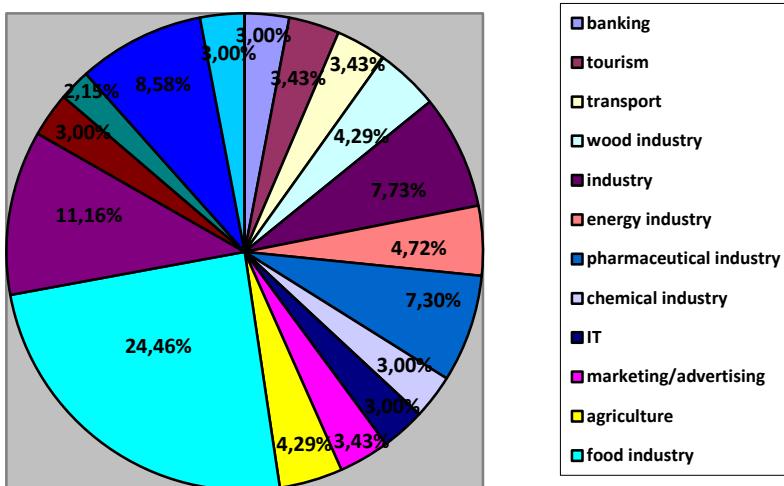
2.1 Identification of businesses

The research questioned small and medium-sized enterprises (SMEs) with a different legal form (see the Graph 1) and a different scope of business (see the Graph 2) because SMEs react flexibly to market development and stimulate competitiveness and employment. Their existence is crucial when maintaining existing work positions or creating new work opportunities. They play a key role even on an European level. On the other hand we can assume that these businesses lack considerable funds for launching environmental products.



Graph 1: Legal form of businesses

Source: our own resources, 2017



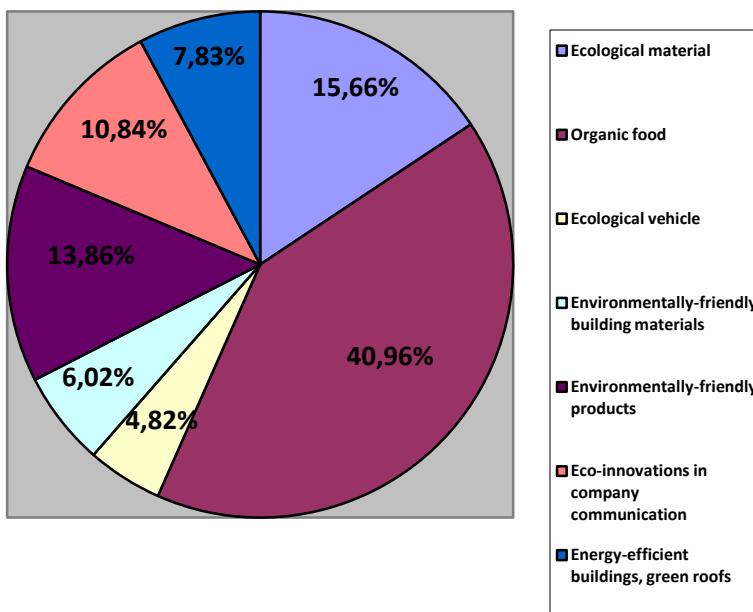
Graph 2: Scope of business of companies

Source: our own resources, 2017

2.2 Results of the research – awareness of an environmental product, media coverage of environmental products from the point of view of businesses

An environmental product has become a household name these days. Businesses understand the need for its implementation and therefore they are trying to act more ecologically and promote corporate social responsibility. On a theoretical level there are various definitions of an environmental product which differ considerably in their wording despite being more or less identical. Our main aim was to study awareness of an environmental product from the point of view of businesses. The results we obtained are rather positive. Up to 89.77% of the respondents know the term and are able to describe it precisely. Mostly they were able to define it from the point of view of their scope of business. Thus we can assume that environmental products have become a global trend Slovak businesses are trying to implement. Consequently we did research into how businesses are able to promote a specific environmental product (see the Graph 3). It shows that most of the businesses (40.96%) introduced organic food, ecological materials (15.66%), environmental products (13.86%) or eco-innovations in company communication (10.84%). Apart from these products, the businesses stated other alternatives,

e.g. LED lighting, ecological packaging or recycled paper in business communication. Those businesses implementing environmental products or services actively protect our environment. However, competitiveness of environmental products in global markets is highly influenced by increasing quality and price requirements. The current quality of environmental products is determined by optimization of material consumption, low energy costs in production, minimizing of emissions and reduction of negative environmental impact throughout the whole product life cycle.

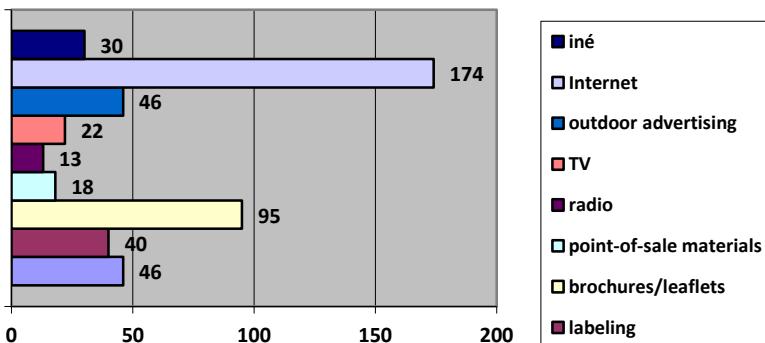


Graph 3: Implementation of the selected environmental products

Source: our own resources, 2017

An environmental product has to be commercially successful. Media presentation is one of the methods of gaining commercial success. Acceptance and implementation of environmental aspects in the marketing strategy requires use of new approaches both in promotion and business itself. By way of the research we were trying to find out which media the environmental products were promoted in (see the Graph 4). Our respondents had several options to choose from. We discovered that modern consumers were aware of environmental

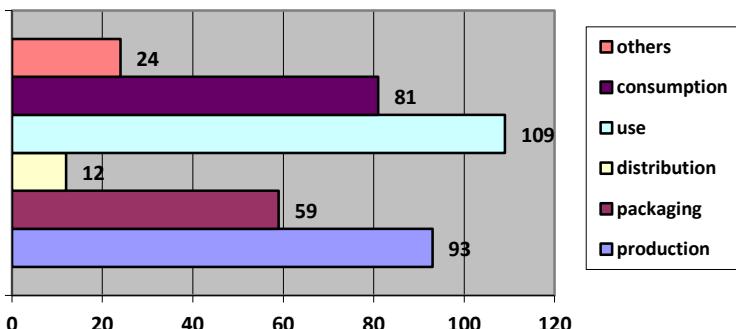
pollution and therefore producers and sellers are also starting to switch to environmental thinking and behaviour to target their consumers in a more environmental way. The Internet is the most often used communication tool when it comes to media promotion of an environmental product. Green marketing which is closely linked to promotion of environmental products has become a household name for our businesses. Producers are showing their customers they share their interests and enhance credibility of their environmental philosophy when presenting environmental products through the media.



Graph 4: Promotion of environmental products in the selected media

Source: our own resources, 2017

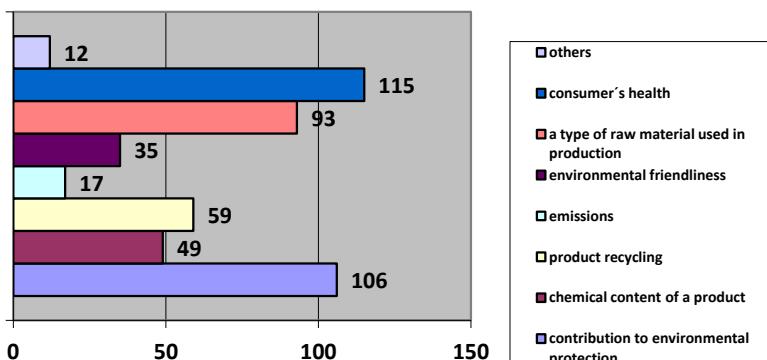
When promoting an environmental product businesses should pay attention to all the aspects highlighting its eco-friendliness, e.g. production, packaging, distribution, use or consumption or recycling, waste disposal or overall eco-friendliness of a particular product. Businesses have to understand that an authentic fact about one product's feature cannot be generalized for the whole product as this can easily deceive a consumer. We were interested in what aspects of an environmental product were bearers of the overall environmental value in media promotion (see the Graph 5).



Graph 5: Aspects of environmental products

Source: our own resources, 2017

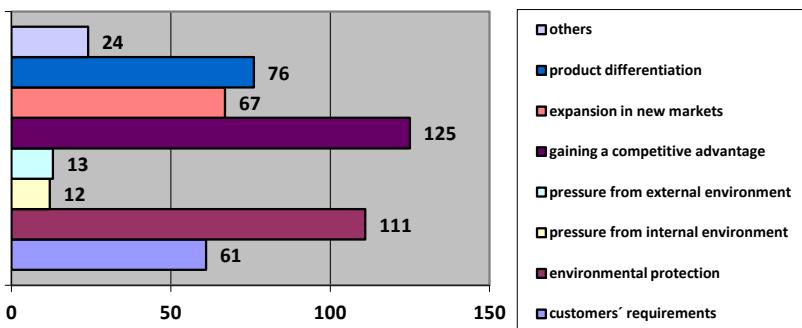
An environmental declaration represents environmental aspects of a product through its labelling, symbols or graphics either on a product itself, in its documentation, instruction manuals, advertisements, etc. They differ from any non-certified environmental declarations presented by producers, importers, distributors, retailers or any other persons who might benefit herefrom. Therefore our next question related to an environmental declaration of a product in media promotion (see the Graph 6). The research showed that environmental declarations of businesses can be related to one product attribute, e.g. its chemical content, recycling, emissions or environmental impact, raw materials or any other attributes. Based upon the results we can assume that environmental declarations generate considerable interest in environmental businesses.



Graf 6: Environmental declaration of products

Source: our own resources, 2017

When we wish to have natural resources in balance, all the products have to become environmental as well as all the businesses which implement and promote them in the media. The sooner businesses get adapted to a new trend, the higher potential they will have. Promotion of these environmental products in the media represents an effective tool how to reach the above mentioned goal. Therefore we asked whether the businesses regard product presentation in the media as significant. 89.80% of respondents see it as significant while 10.20% do not agree with the statement. We think that there has to be a synergy between business communication activities and media promotion in order to target those consumers who can accept an environmental product more than an ordinary one. In addition, businesses were asked about the reasons for presentation of environmental products in the media (see the Graph 7).

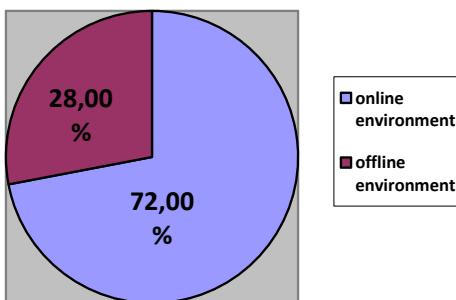


Graph 7: Reasons for presentation of an environmental product

Source: our own resources, 2017

The following question focused on what type of environment the businesses prefer when promoting an environmental product (see the Graph 8). It shows that 72% of respondents use the online environment while the remaining 28% favour the offline environment. The majority of businesses were trying to promote their products in relation to environmental issues. However, certain pitfalls emerged when selecting inappropriate communication tools. We found out that advertising and promotion bear a high risk of greenwashing or simplifying environmental issues as it is difficult to explain such a complex area within one advertising shot. E-mails, on the other hand, can be considered as unsolicited messages. Sale promotion and sponsorship, however, represent effective tools as businesses can create a synergy between an advertised product

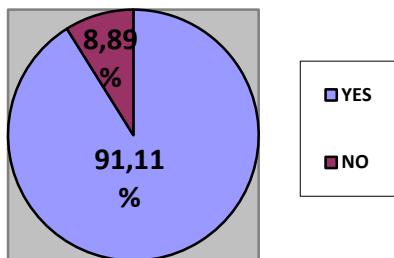
and a sponsored event. PR is another key communication channel. The Graph 8 shows that businesses understand all the advantages the online environment can offer.



Graph 8: Promotion of environmental products

Source: our own resources, 2017

Media promotion of environmental products is currently seen as a considerable competitive advantage, a future investment or improvement of good will for the benefit of customers. Design of environmental products, focus on sale promotion, PR, sponsorship as well as product labelling and informability of consumers on environmental directives and regulations all belong among key elements of product presentation in the media. We were trying to find out whether communicating an environmental product in the media can improve company image (see the Graph 9). 91.11% of respondents agree with the statement. Therefore we can assume that environmental products have positive impact on the planet as well as the overall business environment as they can help build company image in long-term.



Graph 9: Communicating an environmental product can improve company image

Source: our own resources, 2017

2.3 Conclusions on the research of promotion of environmental products of Slovak businesses in the media environment from the point of view of businesses

The research showed that 90.70% of businesses think that media presentation of environmental products can help enhance awareness of a deteriorating state of the environment. We can assume that media presentation of environmental products can potentially reduce negative environmental impact of human activities. However, we have to change our thinking at first. Businesses can benefit from an excellent opportunity to promote environmental alternatives for their products. There is room for further improvement in the fields of production, marketing or marketing communication and media presentation. Businesses can improve their credibility and increase consumers' awareness of the environment. It is worth mentioning that 92% of businesses think they can influence customers buying behaviour by media presentation of an environmental product and thus build their company image in long-term and gain a competitive advantage. It is an opportunity to persuade customers, educate them and influence their eco-awareness as well as buying behaviour with regard to environmental products. It is important to build customers' loyalty and persuade customers that these products have certain tangible benefits for the environment while being similarly usable and profitable as traditionally-used products. Our respondents were also asked how presentation of an environmental product differs from presentation of other products. 45.77% of businesses think that presentation of environmental products bears a certain emotional appeal. Many of them even think that some products only pretend to be ecological or organic because it is fashionable these days. Other respondents think that this emotional appeal combined with humour can be effectively used to influence customers' thinking. We can assume that presentation of environmental products is generally regarded as more cautious. It means that businesses should not use extreme terms such as „eco-friendly“ or „100% nature“, etc. Eco-friendliness should always be based on facts and proof. Businesses can enhance customers' loyalty and support enthusiasm for environmental products by way of clear and comprehensible communication to explain what it really means „to be ecological“. 72% of businesses use online presentation of environmental products as a tool of marketing promotion. These businesses need to prepare a viable and successful marketing strategy and allocate resources herefor while understanding challenges of the online environment.

3 Research into presentation of environmental products of Slovak businesses in media environment from the point of view of customers

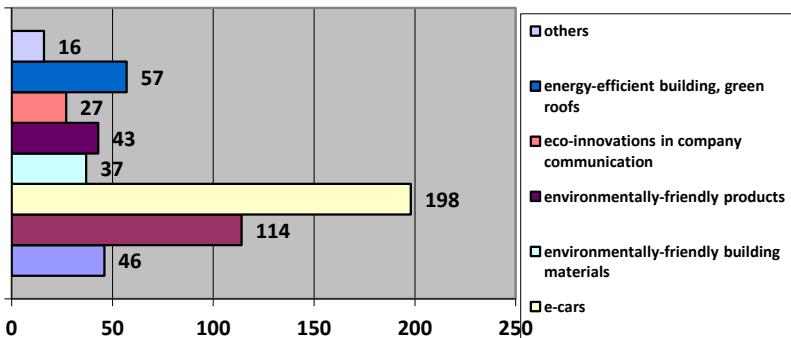
The main aim of the second research was to define knowledgeability and perception of media presentation of environmental products of Slovak businesses from the point of view of customers. The research was carried out from October to December 2016. 195 online questionnaires were distributed.

3.1 Identification of customers

Our main target group consisted of students of marketing communication because universities and colleges play a key role when educating future generations of students for their further profession. Marketing managers are in charge of promotion activities in SMEs. Therefore it is important to know how a future generation of marketers perceive presentation of environmental products and what their awareness is. When it comes to socio-demographic features, we selected mainly women aged 20 to 25 – graduates from the first degree of university studies.

3.2 Results of the research – awareness of an environmental product, media promotion of environmental products from the point of view of customers

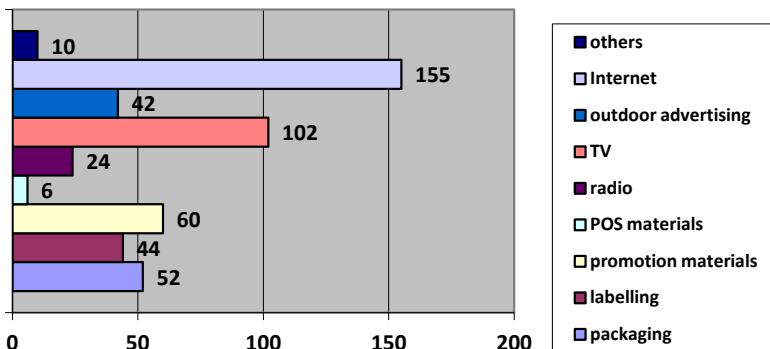
Firstly we were trying to define awareness of a notion of an environmental product from the point of view of customers. The results are highly positive. The respondents could use open answers to this question. Up to 86.67% of respondents knew this term and were able to describe it. We were not interested in any scientific definitions of the term but rather in their own interpretation. Secondly we asked about the environmental products the respondents have recently registered in the media (see the Graph 10). The majority of customers (198) registered media presentation of e-cars (hybrid engines, photovoltaics, e-vehicles), then bio food (114), energy-efficient buildings or green roofs (57), environmental materials (46), environmental products (43), environmental building materials (37), etc. The respondents could choose from a set of answers.



Graph 10: Registration of media presentation of the selected environmental products

Source: our own resources, 2017

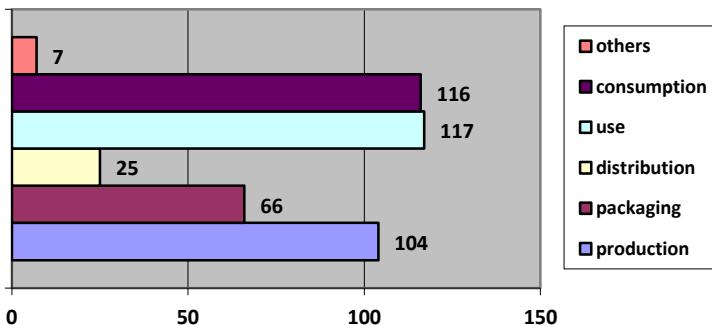
On a worldwide scale customers tend to prefer environmental products but they also expect more from the businesses which offer these products. Media presentation is a key tool when influencing environmental consumption. Furthermore we were trying to find out in what media customers registered presentation of environmental products (see the Graph 11). The graph shows that businesses have to enhance awareness of an environmental product so as their customers are able to differentiate certain environmental attributes. For instance, education can take place through web seminars where customers can look for information in the interactive environment. This information can be promoted on a company web page. As we could see businesses regard the Internet as the most effective tool for media presentation.



Graph 11: Presentation of environmental products in the selected media

Source: our own resources, 2017

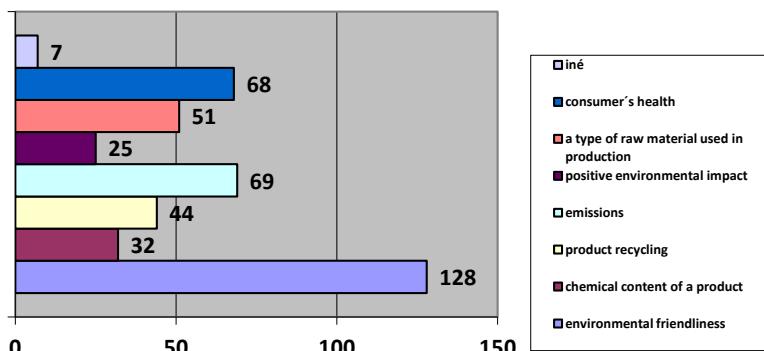
The International Chamber of Commerce promotes high standards of business ethics through development and promotion of codices and instructions on how to communicate in an effective and responsible manner. A so-called ICC codex requires ecological declarations in media presentation to be legal, honest and authentic. They have to be based on relevant scientific facts with regard to use, operability or recycling of a presented environmental product. Moreover communication should reflect social and corporate responsibility and has to be in line with fair market competition and respect generally-accepted business principles. Customers have to become aware of these requirements and adapt their buying behaviour and demand hereto. We wanted to know what aspects of an environmental product were bearers of an ecological declaration in media presentation (see the Graph 12).



Graph 12: Aspect of declaration of an environmental product from the point of view of customers

Source: our own resources, 2017

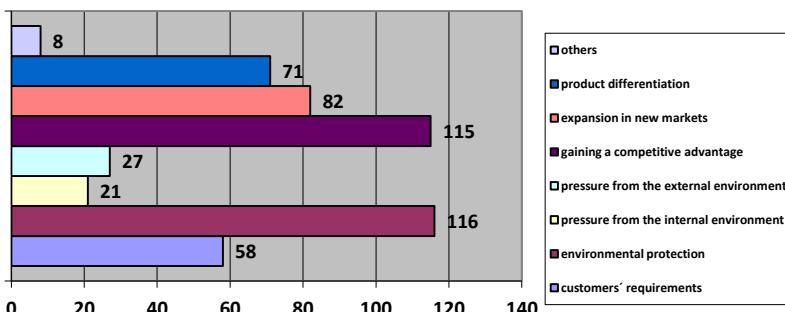
Our following question focused on the type of a declaration of an environmental product (see the Graph 13). As the graph shows ecological declarations of businesses can relate to only one product attribute, e.g. its chemical content, recycling, emissions or its environmental impact, a type of raw material used in production or any other environmental attributes.



Graph 13: Type of declaration of an environmental product

Source: *our own resources, 2017*

Media presentation of products is often a subject of discussions when it comes to attractiveness of ecological attributes of these products from the point of view of customers. These products can help the company become a market leader if they enhance company environmental vision and green philosophy. Environmental issues are a good basis for informative as well as emotional media presentation of environmental products. Media presentation is one of the most controversial elements of green marketing mix. It is often referred to as greenwashing, especially when a particular product pretends to be green but it is not. Therefore customers are often pessimists when it comes to environmental campaigns. We asked them whether media presentation of environmental products is regarded as important. 91.80% of customers think so while 8.20% do not agree. In addition we questioned them on the reasons the businesses could have for presentation of environmental products (see the Graph 14).

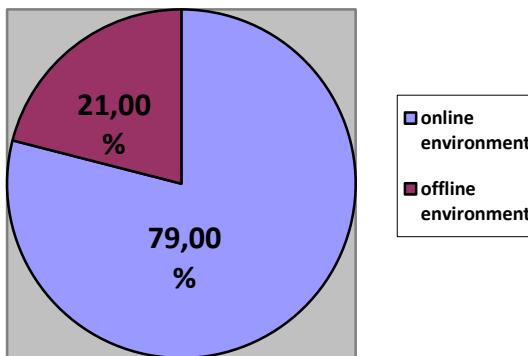


Graph 14: Reasons for presentation of an environmental product

Source: *our own resources, 2017*

It is worth mentioning that media presentation of environmental products is effective only when accompanied with changes in business values, strategies, regulations, investments, policies, education as well as consumer behaviour. Market communication should highlight environmental aspects and these should be promoted in order to improve company image and its environmental activities. There are three types of presentation within a company green marketing strategy. The first refers to relations between an environmental product and an ordinary product. The second presentation promotes an ecological lifestyle and environmental products. The third one presents a company as a corporation which is responsible for an environmental product.

As environmental products are generally regarded as important, businesses should make considerable efforts and allocate finance to development and mass promotion of these products. The following question focused on the type of environment where the respondents registered the majority of environmental products (see the Graph 15). 79% of them registered the products online. The online environment is growing at extremely high speed. The Internet is growing exponentially, ensures high-speed communication and increase competitiveness. It is timeless and has no boundaries as shown in the Graph 11. The Graph 15 shows that the Internet helps promote environmental products more easily and more globally.



Graph 15: Promotion of environmental products

Source: our own resources, 2017

Customers are becoming more and more concerned about global warming, an abrupt growth in prices of petrol, sustainability and human impact on natural resources. Therefore environmental issues play a key role when purchasing products. Thousands of businesses promote their

environmental products and highlight their environmental aspects and attributes. Even though lots of them take it seriously, there are certain businesses which act on purpose and deceive their customers, which is known as greenwashing. Businesses need to face a challenge of how to create effective communication campaigns matching customers' wants and needs and fitting their requirements.

3.3 Conclusions of the research into presentation of environmental products of Slovak businesses in the media environment from the point of view of customers

The research found out that 84.10% of customers consider media presentation of environmental products as an effective tool of how to become aware of a deteriorating state of the environment. We have to change our negative attitude and adopt the alternatives that are more favourable for the mankind and the environment we live in. The environment is in more danger than previously thought. It is worth noting that 88.20% of respondents think that media presentation of environmental products can influence their buying behaviour. Media presentation should be based on ecological marketing and use effective marketing tools and communication mix. Media presentation of environmental products is highly specific as it does not focus on a profit but on values and education. The main communication goals are: to inform, to persuade and to educate. The customers were asked about differences between media presentation of environmental products and traditional products. 35.90% of respondents think that environmental products have a greater emotional appeal. Some of them, however, regard media presentation as unpersonal and unemotional. Businesses are trying to focus on environmental aspects of a particular product while forgetting other more important features. Consequently these products are regarded as non-competitive in contrast to their alternatives. Online presentation of environmental products is positively registered by the majority of respondents (79%). This type of media presentation is growing at high speed. The Internet is growing exponentially and therefore its competitiveness is extremely high and unlimited in comparison with other types of the media.

Conclusion

Due to deteriorating state of the environment we need to change our negative attitude and substitute it with the alternatives which are more favourable for the mankind as well as the environment we live in. We have to say that despite growing efforts the environment is in more danger than we had previously thought. Media presentation of environmental products can reduce negative environmental impact of our behaviour. Firstly we need to change a way of thinking of a man towards the nature and products. Businesses have an excellent opportunity to launch environmental alternatives to traditional products. There is room for further improvement not only in the field of production, but also marketing, marketing communication or media promotion. It is a great challenge to gain trust, enhance environmental awareness of customers as well as change our attitude to life. Media promotion of environmental products is highly specific as it does not focus on a profit but rather on values and education of target audience. Businesses can increase customers' loyalty and generate enthusiasm for environmentally-friendly products through comprehensive and clear communication campaigns on how a business can be ecological.

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