



Quo vadis

Massmedia

Quo vadis

Marketing

**Alena Kusá
Hana Pravdová
Anna Zaušková
(eds.)**

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**University of Ss. Cyril
and Methodius in Trnava**

**FMK**

Faculty of Mass Media Communication
University of Ss. Cyril and Methodius in Trnava, Slovakia

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QUO VADIS MARKETING**

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QUO VADIS MASSMEDIA, QUO VADIS MARKETING

*International Scientific Conference, 19th April 2018
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The international scientific conference held annually by the Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Trnava has become a traditional event for PhD students and young scientists. The aim of the conference is to map the latest knowledge and trends in the field of marketing communication and to create a space for sharing and disseminating up-to-date scientific knowledge and practical experience in the fields of marketing, media studies and communication sciences while outlining the importance of innovations and supporting critical dialogue between PhD students and young scientists from different universities from several countries. The annual international conference Quo Vadis Massmedia, Quo Vadis Marketing is organised by the Faculty of Mass Media Communication UCM in Trnava. The most recent conference took place on the 19th of April 2018. It was attended by nearly 50 participants from 3 countries who were affiliated with different academic institutions. The main theme of the conference is interdisciplinary oriented.

It was highly interesting and challenging to discuss these issues within academic circles in order to see the related problems in wider contexts. The sessions involving conference participants and their contributions were divided into three different sections as follows:

- Section - Marketing Communication
- Section - Massmedia Communication

We were honoured to welcome many regular guests but also new participants from abroad. Our foreign guests came mainly from Poland and the Czech Republic.

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CONTENTS

SECTION: Marketing Communication

DIFFERENTIATION OF APPROACHES TO GUERILLA MARKETING AND ITS INTERACTIVE USE IN THE DIGITAL SPACE.....	8
<i>Iveta Balážiová</i>	
ONLINE MARKETING IN ORGANIZATIONS OF TOURISM.....	17
<i>Patrik Ferenc – Michal Varmus</i>	
BUYING AND CONSUMER BEHAVIOUR OF GENERATION Z.....	28
<i>Diana Karaffová</i>	
PREFERENCES OF YOUNG PEOPLE WITHIN FACEBOOK ADVERTISEMENT.....	35
<i>Eva Malichová</i>	
ENVIRONMENTAL RESPONSIBILITY OF CONSUMERS IN SLOVAKIA.....	44
<i>Veronika Matiová</i>	
HUMAN CAPITAL AND ITS EFFICIENCY WITHIN THE CONTEXT OF MARKETING COMMUNICATION OF AN ENTERPRISE.....	52
<i>Martin Mičiak</i>	
KEY ELEMENTS SUPPORTING MANAGERIAL DECISION MAKING IN MOTIVATING EMPLOYEES.....	63
<i>Kristína Poláčková – Martina Blašková</i>	
IMPLEMENTATION OF SOLOMO MARKETING INTO THE BUSINESS ENVIRONMENT IN ORDER TO INCREASE INTEREST IN ECO-PRODUCTS.....	76
<i>Monika Rezníčková</i>	
NEW TRENDS AND VIEWS IN PERSONNEL MARKETING.....	87
<i>Martin Uhlík</i>	

SECTION: Massmedia Communication

SOCIAL MEDIA AS A PART OF EVERYDAY LIFE AND THEIR RISKS AND PITFALLS.....	96
<i>Zuzana Benková</i>	
ADVERTISING PERCEPTION OF THE PRESCHOL-AGE CHILDREN PARENTS.....	105
<i>Jana Boušová</i>	
GENDER STEREOTYPES IN TELEVISION PRODUCTION.....	113
<i>Zuzana Bučková</i>	
ECHOES OF THE RECENT CONTROVERSIES REGARDING VACCINATIONS IN POLAND – POLISH MASS MEDIA COVERAGE.....	127
<i>Ewa Dudzic</i>	
NEWS – OBJECTIVE REFLECTION OF REALITY?.....	136
<i>Luboš Greguš</i>	
THEORETICAL REFLECTION OF THE ISSUE OF ELECTRONIC BULLYING PARTICIPANTS.....	147
<i>Vladimíra Hladíková</i>	
MODERN FORMS OF POLITICAL PARTIES' COMMUNICATION IN SLOVAKIA.....	157
<i>Matúš Jankoľa – Jaroslav Mihálik</i>	
THE MEDIA VIEW OF MIGRATION CRISIS IN CZECH REPUBLIC.....	165
<i>Peter Juza – Nikola Šimuneková</i>	
PORTRAIT, ITS FUNCTIONS AND IMAGE DERIVATIVES.....	174
<i>Peter Lančarič</i>	
FORMS OF COMMUNICATION WITHIN DIGITAL MEDIA AND CYBERSPACE.....	184
<i>Simona Mičová</i>	
MEDIA USE OF CHILDREN AND YOUTH.....	193
<i>Ján Mikuš</i>	
SPECIFICATIONS OF MEDIA COMMUNICATION RELATED TO THE HIP-HOP SUBCULTURE.....	202
<i>Lenka Rusňáková</i>	
INFOTAINMENT AND ITS ROLE IN MEDIA DISCOURSE.....	209
<i>Barbara Volková</i>	
THE INFLUENCE OF THE GROWING ROLE OF SOCIAL MEDIA ON THE PUBLISHING ACTIVITY ON THE INTERNET.....	214
<i>Wiktor Widera</i>	



Section:

Marketing Communication

DIFFERENTIATION OF APPROACHES TO GUERILLA MARKETING AND ITS INTERACTIVE USE IN THE DIGITAL SPACE

Iveta Balážiová

Abstract

This paper deals with guerilla marketing and its basic identification traits, as described in the various citations from the relevant authors. The significance of this issue lies in the lack of unanimous opinion and almost contradictory statements of the experts regarding the definition of guerilla marketing, which makes it difficult to determine whether a particular campaign can or cannot be labeled a guerilla campaign. The aim of the work is to systematize the different approaches to guerilla marketing and identify some universal characteristic features, which determine to what extent a particular campaign can be termed a guerilla marketing campaign. By means of content analysis with mutual confrontation and evaluation of common and different attributes of the guerilla campaigns in five professional publications, this work identifies a total of 21 characteristic features to characterize the essence of guerilla marketing. The practicality of the identified characteristic features shall be demonstrated in a selected campaign, in which these attributes are quantified. The study does not address the significance of individual attributes, which may be considered a limitation of the present work. The frequency and intensity of individual attributes, followed by the quantification of data, would help us determine whether a particular case can be labeled a guerilla marketing campaign or a mere creative process.

Key words:

Application. Definition. Feature. Guerilla marketing. Characteristic.

1 Guerilla Marketing

Customers in the 21st century are increasingly demanding and the growing competition pushes the businesses or organizational units to innovation in all aspects of their existence. Therefore, marketing communication is subject to strict requirements to differentiate oneself from the competition by means of creative forms of communication, including guerilla marketing. The authors of publications most often characterize it as “*a non- conventional marketing campaign, which aims to achieve the maximum effect for minimum resources.*”¹ Despite the fact that guerilla marketing was clearly defined as early as in the 1980s, its *perception* in professional and lay circles differs greatly to this day. In light of the significance of the topic and the equivocal definition of means and tools in marketing communication there is a need for a consistent grip on these issues.² Academic expert professor Thomas Patalas states that “*there is no generally recognized definition of guerilla marketing.*”³ He adds that although there are scientific theories and attempts to define guerilla marketing, “*it has not been possible to clarify what guerilla marketing is and when a particular campaign or action can be described as guerilla.*”⁴ Jurášková and Horňák argue that “*many guerrilla campaigns are often one-time, unique, designed to deal practically with a particular marketing problem. Therefore, the term guerilla marketing*

¹ FREY, P.: *Marketingová komunikace*. Praha : Management Press, 2008, p. 45.

² WOJCIECHOWSKI, L.: *Guerilla marketing – Ambient marketing a kreativne príklady krajín V4*. [online]. [2018-04-10]. Available at: <<https://www.eammm.eu/publikacie/>>.

³ PATALAS, T.: *Guerillový marketing: Jak s malým rozpočtem dosáhnout velkého úspěchu*. Praha : Grada Publishing, 2009, p. 49.

⁴ PATALAS, T.: *Guerillový marketing: Jak s malým rozpočtem dosáhnout velkého úspěchu*. Praha : Grada Publishing, 2009, p. 49.

cannot be generalized or defined exactly at all times.”⁵ Even Štefan Schmidt⁶ from the practical environment of advertising agencies acknowledges that while guerilla marketing is a fairly well known phrase, the general public often cannot characterize it with precision.

This is particularly caused by the fact that thanks to the frequent integration of other marketing communication tools and activities into guerilla marketing, it is a complex instrument that cannot be summed up in one universally acceptable definition. The vastness of the instruments in guerilla marketing is also tackled by Spálová and Wojciechowski who claim that guerilla marketing is “based on good and well-established marketing principles that are, however, creatively modified and supplemented by the original traditional tools.”⁷ Therefore, the aim of this work is not to create yet another definition of guerilla marketing but to capture its substance by means of the characteristic features in selected professional publications. The definition and identification of these attributes helps create a consistent image of the characteristic features of guerilla marketing.

1.1 Diversity of Definitions of Guerilla Marketing

The definition of guerilla marketing is presented on numerous pages in professional publications. However, even the broad descriptions do not bring a clear consensus among the experts regarding the definition of this phenomenon. To capture the essence of the different characteristic features and approaches to guerilla marketing, we used a terminological meta-analysis to explore 45 different citations dealing with guerilla marketing in five available scientific publications. Together we have identified a total of 26 categories, which we ultimately narrowed down to 21 characteristic features of guerilla marketing. Together with the original citations, all identified categories are clearly visualized in Picture 1 on the following page. It is obvious that in certain categories there is a clear interdependence, for example *originality*, which *attracts attention*. The listed parallels are visualized by overlapping circles, which often include a citation linking the identified categories. Picture 1 also shows the individual differences of opinion on the characteristic features of guerilla marketing in the individual authors.

The first contradiction has to do with defining guerilla marketing for small businesses and large corporations. The justification and attractiveness of guerilla marketing for small businesses lies in the creative approach to the campaign and not in the significant sums invested into above-threshold communication.⁸ However, it is also key to view guerilla marketing as a tool of marketing communication, such as telemarketing, advertising, direct mail and others. Similarly to other communication policy tools, even guerilla marketing should not be limited to a small group only but serve indiscriminately all commercial or non-commercial units that show interest in it. The restriction of guerilla marketing to small companies also lies in the contested division of enterprises by size.

⁵ JURÁŠKOVÁ, O. et al.: *Velký slovník marketingových komunikací*. Praha : Grada Publishing, 2012, p. 155.

⁶ SCHMIDT, Š.: *Čo je guerilla marketing a na čo sa dá využiť*. [online]. [2018-04-10]. Available at: <<https://4memedia.sk/blogy/co-je-guerrilla-marketing-a-na-co-sa-da-vyuzit>>.

⁷ SPÁLOVÁ, L., WOJCIECHOWSKI, Ł.: *Nové formy politického jazyka – guerillové politické kampane*. In ŠTEFANČÍK, R. (ed.): *Jazyk a politika: Na pomedzí lingvistiky a politológie II*. Bratislava : Ekonóm, 2017, p. 125.

⁸ For more information, see: JAKUBÍKOVÁ, D.: *Strategický marketing: Strategie a trendy*. Praha : Grada Publishing, 2013.

Professional publications do not agree on the number of persons employed by a company to be called "small" "medium" or "large".⁹



Picture 1: Characteristic features of guerrilla marketing

Source: BALÁŽIOVÁ, I., ČEKANOVÁ, L., ŠTEFUNDOVÁ, B.: *Guerrilla marketing a jeho konfrontácia so všeobecnou deklaráciou ľudských práv*. This paper was presented at Students Research Conference in Nitra on April 6, 2016.

⁹ BALÁŽIOVÁ, I., ČEKANOVÁ, L., ŠTEFUNDOVÁ, B.: *Guerrilla marketing a jeho konfrontácia so všeobecnou deklaráciou ľudských práv*. This paper was presented at the Students Research Conference in Nitra on April 6, 2016.

Based on the above arguments we consider guerilla marketing to be accessible both to small and larger companies depending on the objectives, intentions, options or interest of the company to use this communication tool. The category describing guerilla marketing as marketing designed for all businesses, however, is not sufficiently specific to be regarded as one of its characteristic attributes. Therefore, we excluded both identified categories with regard to the objectives of our work. Company size is closely linked with the available corporate budget and the funds allocated by the marketing department. While small entrepreneurs cannot afford financially demanding communication with the target group, multinational corporations with considerable capabilities are investing sumptuous amounts of money into guerilla marketing.¹⁰ Based on the professional literature, we have identified a mismatch between the above facts and the characteristics of financially advantageous forms of communication. Levinson notes that guerilla marketing is inexpensive because creative strategies are used.¹¹ Patalas is not mentioning financial advantages, but he is not rejecting them either.¹² Other authors consider low costs to be the main feature of guerilla marketing.¹³ Apart from the different views of the experts on this issue, there is no pragmatic, statutory or other limitation for the businesses to observe a particular ceiling for the investments into communication to clearly define something as a guerilla campaign. Additionally, there is another similar problem to company size – there is no globally accepted and quantitatively defined value for "large" or "small" communications costs. Although guerilla marketing should not be a financial burden, it is not practicable to dictate the corporations how much money they may invest into a guerilla campaign. Nevertheless, due to the high number of convergent quotations from the individual authors, we consider the financial advantage to be one of the characteristic features of a guerilla campaign.

What's more, the authors do not agree on the very characteristic features of guerilla marketing. Levinson defines it as the so-called *fusion marketing* cooperating with other companies,¹⁴ but Biernátová, Jurášková and Horňák characterize it as *offensive marketing* using aggressive forms.¹⁵ While the fusion form of guerilla marketing is based on cooperation, its aggressive view reflects its original essence and competition of small and large companies, using the attack and immediate withdrawal technique. These are the two different coexisting forms of behavior in guerilla marketing, which can be seen in the continuum ranging from cooperative behavior toward the company (the company is viewed as a partner) to hostile behavior aimed against the competition. The choice of the communication form depends on the marketing goals of the company. Therefore, neither of the said categories can be considered the essential features that would clearly single out guerilla marketing. Conflicting claims of the experts can also be found in the evaluation of the effects of guerilla marketing. While Jakubíková claims that the achieved profit is a clear measurable,¹⁶ Levinson argues that the experts on guerilla marketing

¹⁰ See: JURÁŠKOVÁ, O. et al.: *Velký slovník marketingových komunikací*. Praha : Grada Publishing, 2012.

¹¹ See: LEVINSON, J. C.: *Guerilla marketing: Nejúčinnější a finančně nenáročný marketing*. Brno : Computer Press, 2011.

¹² For more information, see: PATALAS, T.: *Guerillový marketing: Jak s malým rozpočtem dosáhnout velkého úspěchu*. Praha : Grada Publishing, 2009.

¹³ See: JAKUBÍKOVÁ, D.: *Strategický marketing: Strategie a trendy*. Praha : Grada Publishing, 2013.

¹⁴ See: LEVINSON, J. C.: *Guerilla marketing: Nejúčinnější a finančně nenáročný marketing*. Brno : Computer Press, 2011.

¹⁵ See also: JURÁŠKOVÁ, O. et al.: *Velký slovník marketingových komunikací*. Praha : Grada Publishing, 2012.

¹⁶ See: JAKUBÍKOVÁ, D.: *Strategický marketing: Strategie a trendy*. Praha : Grada Publishing, 2013.

count the relationships.¹⁷ From the perspective of integrated marketing, it is difficult to determine which of the instruments is responsible for the increased revenue in the company because the instruments affect the addressee indiscriminately due to their synergetic effects.¹⁸ The defined metrics and their key performance indicators should always follow the defined objectives, which causes the individual claims to not exclude each other, but view measurability from different perspectives.

The last identified discord in the citations is the apparent focus *on the communications policy only versus the whole marketing mix*. Although guerilla marketing is perceived in the professional circles as a marketing communication tool, none of the publications claim that in its creative approach it must be limited to the use of the components of the communication mix. The creative strategy can thus effectively incorporate a product or variations of its design. However, even in the case of using the other components of the communication mix, guerilla marketing is focused on communication with the addressees. For this reason our prime focus is on the communications policy as one of the key characteristic features of guerilla marketing, with emphasis on the possibility of its creative inclusion into the other elements of the marketing mix. After evaluation, the 26 identified categories were narrowed down to 21 essential characteristics. In summary, we note that guerilla marketing is characterized by:

1. Uniqueness;
2. Addition to traditional marketing;
3. Use of psychological skills;
4. Balancing on the edge of ethics and legality;
5. Flexibility;
6. Financial advantage;
7. Specific form of competition to large companies;
8. Use of frequented places;
9. Use of surprise;
10. Originality;
11. Seeking attention;
12. Use of technology;
13. Amusing way to address the addressees;
14. Unexpected locations;
15. Focus on stated objectives;
16. Profit;
17. Metrics of the relationship with the addressees;
18. Customer orientation;
19. Interactive communication;
20. Primary orientation on communications policy;
21. Time and energy investment.

By identifying the above attributes, we met the primary objective of our work, which was aimed at grasping the essence of guerilla marketing through its characteristic features, and thus create a consistent and comprehensive image of it.

¹⁷ For more information, see: LEVINSON, J. C.: *Guerilla marketing: Nejúčinnější a finančně nenáročný marketing*. Brno : Computer Press, 2011.

¹⁸ See: CLOW, K., BAACK, D.: *Reklama, propagace a marketingová komunikace*. Brno : Computer Press, 2008.

2 Use of The Identified Characteristic Features of Guerilla Marketing

In the following part of our work, we will reflect on the theoretical standpoints behind the characteristic features of guerilla marketing and apply them to the selected campaign.

2.1 The Campaign *With Compliments of Nutella*

The commercial company Ferrero, which owns the Nutella brand, launched an interactive campaign, which was based on digital technology, on a frequented Amsterdam square on 19.1.2017. The focus of the campaign was to create and boost the relations with potential consumers in an entertaining way by approaching the passers-by through an interactive panel, which gave them compliments and free samples of Nutella. A digital citylight was equipped with speakers and a hidden camera. The speakers gave out amusing compliments at the passers-by, authored in real time by the Dutch comedian Ruben van der Meer, who was hiding in a nearby building. The campaign is captured on video and it is available on YouTube.¹⁹



Picture 2: Nutella's interactive panel gives compliments to commuters

Source: *With Compliments of Nutella*. [online]. [2018-04-09]. Available at: <<http://www.jcdecauxna.com/innovate/news/compliments-nutella>>.

2.2 Identification of The Characteristic Features of Guerilla Marketing in The Campaign *With Compliments Of Nutella*

After a brief description of the campaign, we focused on the application of the identified characteristic features of guerilla marketing (Table 1). Owing to the shortage of space, this work only addresses some of the characteristic features.

Table 1: Application of the characteristic features of guerilla marketing

Characteristic features of guerilla marketing	With compliments of Nutella
1. Uniqueness	●
2. Time and energy investment	●
3. Addition to traditional marketing	●
4. Use of psychological skills	●
5. Balancing on the edge of ethics and legality	–
6. Flexibility	●
7. Financial advantage	–
8. Specific form of competition	●

¹⁹ *Nutella Interactive Panel Gives Out Compliments*. [online]. [2018-04-10]. Available at: <<https://www.youtube.com/watch?v=OnGcnIPghCQ>>.

9. Use of frequented places	•
10. Use of surprise	•
11. Originality	•
12. Seeking attention	•
13. Use of technology	•
14. Amusing way to address the addressees	•
15. Unexpected locations	•
16. Focus on preselected objectives	•
17. Profit	-
18. Relationship with the addressee	•
19. Customer orientation	•
20. Interactive communication	•
21. Primary orientation on communications policy	•

Source: Own processing

Interactivity in communication is a dominant element in guerilla marketing and one of the key features of the campaign. This is evident in the video from the campaign, in which the passers-by “lead a dialog” with the interactive panel.²⁰ Despite the fact that the communication was sent through a digital panel as a technological medium (another element of guerilla marketing), there was a living person on both sides of the two-way communication process. The interactivity of the campaign was also closely linked to its flexibility, which Patalas²¹ defines as adaptation to circumstances. In the campaign, flexibility was demonstrated by the active responses of the passers-by in space and personalized compliments/flattery. Another important aspect is the drive of the campaign during launch and the reinforced communication activities of Ferrero in 2017. In this very period, the competitor Krispy Kreme Donuts entered the market with its own brand of chocolate spreads, which was duly supported by marketing communication.²² Nutella had a reason to increase its communication activity. A guerilla campaign against other companies is justified in this case. On the other hand, Table 1 shows that the campaign was not “financially advantageous”. Although Ferrero did not inform about the precise amounts spent on communication, we assume that the campaign was considerably costly. Our assumption is based on the fact that the communication took place only at one place and on a single day (19.1.2017) at an Amsterdam square.²³ Additionally, the campaign was supported by handing out Nutella in customized packaging to fit the campaign, which clearly increased the financial burden. The very product samples are disadvantageous due to high financial costs.²⁴

²⁰ *Nutella Interactive Panel Gives Out Compliments*. [online]. [2018-04-10]. Available at: <<https://www.youtube.com/watch?v=OnGcnIPghCQ>>.

²¹ See: PATALAS, T.: *Guerillový marketing: Jak s malým rozpočtem dosáhnout velkého úspěchu*. Praha : Grada Publishing, 2009.

²² REITER, A.: *Spread the News: Nutella Has New Competition*. [online]. [2018-04-10]. Available at: <<https://www.foodnetwork.com/fn-dish/news/2017/05/spread-the-news-nutella-has-new-competition>>.

²³ *A Complimentary Nutella Panel*. [online]. [2018-04-10]. Available at: <<http://www.jcdecaux.com/jcdecaux/ajax/gallery-embed-video/5535/popup/5536>>.

²⁴ See: CLOW, K., BAACK, D.: *Reklama, propagace a marketingová komunikace*. Brno : Computer Press, 2008.

Another element of guerilla marketing we missed in the campaign is "profitability". On the one hand, the distribution of products and flattery with the subsequent feeling of reciprocity may fuel loyalty, which is reflected in an increase in recurring purchases and, eventually, in profitability. On the other hand, and in a broader context, the ultimate goal of each corporate activity is profit. In this case it was a very indirect/marginal form of communication without the primary focus on profit, which is evident in other forms of communication-supporting sales (such as coupons, 1+1 packaging etc.). Therefore, Table 1 shows that the campaign lacked the "profitability" characteristic. The last identified component of guerilla marketing, which we lacked in the campaign, is the balancing on the edge of ethics and legality. It is logical that by giving compliments, we do not infringe any ethical or legal rules. The campaign is a more "fusion" than "offensive" form of guerilla marketing.

2.3 Quantification of Elements of Guerilla Marketing

In the existing literature, we have seen no indication of the experts trying to *quantify* the use of the typical characteristics of guerilla marketing. Therefore, this area is unexplored and new, without the exact limits of when a particular campaign can be labeled a guerilla campaign. However, since there is a need for the exact delimitation of guerilla marketing characteristics in a campaign and it is not possible to rely on any expert resource in this area, we have set ourselves a minimum limit of $\frac{3}{4}$ of the total number of characteristic features of guerilla marketing to label a particular campaign a guerilla campaign. Considering the above case, the campaign numerically exhibited 18 of a total of 21 attributes, which is 85,7% in the relative indicators. By achieving sufficiently enough characteristic features of a guerilla campaign, we conclude that the campaign "With compliments of Nutella" can be rightly termed a guerilla campaign.

Conclusion

Guerilla communication is nothing new in practical marketing activities. Although guerilla campaigns are actively used by the businesses in their marketing and communication strategies, experts and lay public clearly agree on the problems defining and perceiving guerilla marketing. The theoretical definition of a guerilla campaign is discussed in expert publications. The issue is, however, much more extensive, as the publications present meaningfully different assumptions, which stand in opposition. For this reason, our work used a terminological metaanalysis to analyze the term guerilla marketing in the available scientific literature. The contribution of this paper is mainly in the systematization of the different approaches to guerilla marketing and integration of these approaches into typical characteristic features. Through mutual confrontation of the individual common and different aspects presented in the citations, the study narrowed down guerilla marketing into 21 identified characteristic features, which has contributed to the enrichment of this theoretical platform. By the subsequent quantification of the characteristic features of guerilla marketing in the selected campaign, we extended the theoretical benefits into the practical area. Our results can be used both when planning the guerilla campaigns and evaluating the achievement of their objectives. The fact that the work does not deal with the quantitative significance of the individual characteristic features of guerilla marketing or the intensity of their use in a campaign, opens up space for the subsequent studies of significance of the individual attributes. The proposed

analyses would extend and detail the assessment of the characteristics of guerilla marketing in specific campaigns with other factors of significance.

References:

- A Complimentary Nutella Panel*. [online]. [2018-04-10]. Available at: <<http://www.jcdecaux.com/jcdecaux/ajax/gallery-embed-video/5535/popup/5536>>.
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- CLOW, K., BAACK, D.: *Reklama, propagace a marketingová komunikace*. Brno : Computer Press, 2008.
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ONLINE MARKETING IN ORGANIZATIONS OF TOURISM

Patrik Ferenc – Michal Varmus

Abstract

This paper describes the weakest places in the online marketing communications strategy for organizations active in field of tourism. In this paper, we specifically focused on 48 guesthouses and 28 hotels in the High Tatras region. As part of the methodological part, an analysis of the online communication of these guesthouses and hotels - content analysis of web pages was carried out. The collected information was evaluated using the critical success factors method, and the weakest places in online communications were identified to create the potential for improving the marketing communication strategy in the tourism field. Among the most critical points, for example, are the possibility of changing the font size for visually impaired people, evaluating individual rooms, possibility of booking from the home page, linking on their social networks pages, Mostly, there are factors that are totally absent in on-line communications of guesthouses and hotels.

Key words:

Critical factors. Guesthouses. Hotels. Online marketing. Online marketing communication. Tourism. Website.

1 Introduction

Tourism is currently experiencing a world wide boom, and with a growing forecast it can be considered a globally attractive sector.^{1,2} By changing political regimes, people began to travel more, work abroad, or meet other countries. People have changed tourism to a lifestyle.³ Worldwide there are many popular tourist destinations for which people travel hundreds to thousands of kilometers.⁴ One of the attractions of foreign tourists in Slovakia is the Spiš Castle, which is the largest castle medieval complex in Central Europe and is listed in the UNESCO World Heritage List. In addition to it, one of the major tourist centers is the High Tatras.⁵ Within the High Tatras, there are a number of searchable places, which also include lakes and shields. From over 80 mountain lakes it is one of the most famous Štrbské pleso. The most famous shields include Kriváň, Gerlachovský štít and Lomnický štít, under the Tatranská Lomnica tourist center. In Tatranska Lomnica there are a number of hotels, guesthouses, apartments, villas and other accommodation facilities. Competition and mutual rivalry is great because the fight for the customer not only wins the lowest price, but also the services offered. Due to high competition, it is necessary to care for and respect their loyal customers, but also to forget about the importance of acquiring new customers. In order to get as many people as possible, accommodation

¹ GOH, C., LAW, R.: The Methodological Progress of Tourism Demand Forecasting: A Review of Related Literature. In *Journal Of Travel & Tourism Marketing*, 2011, Vol. 28, No. 3, p. 296-317.

² SONG, H., LI, G.: Tourism Demand Modelling and Forecasting – A Review of Recent Research. In *Tourism Management*, 2008, Vol. 29, No. 2, p. 203-220.

³ OWEN, S.: Volunteer Tourism: The Lifestyle Politics Of International Development, Jim Butcher, Peter Smith. Routledge – A Book Review. In *Journal Of Hospitality And Tourism Management*, 2015, Vol. 36, No. 1, p. 123-124.

⁴ MARINAO ARTIGAS, E. et al.: Determinants of Trust Towards Tourist Destinations. In *Journal Of Destination Marketing & Management*, 2017, Vol. 6, No. 4, p. 327-334.

⁵ GETZNER, M., ŠVAJDA, J.: Preferences of Tourists with Regard to Changes of the Landscape of the Tatra National Park in Slovakia. In *Land Use Policy*, 2015, No. 48, p. 107-119.

facilities use various marketing tools for their promotion. In order to make the most successful marketing activities, it is necessary to have a pre-selected marketing strategy.⁶

A substantial part of the marketing strategy consists in communicating hotels and guesthouses with customers through their websites and social networks.⁷ In such cases, customers' opinions are of great value to other consumers who post their experiences in online reviews. It is about providing information from a source that is perceived as independent and more trustworthy than information about society.^{8,9} Online reviews are an important source of information for future hotel and guest customers and affect loyalty,^{10,11} perceptions of trust,¹² hotel and boarding awareness,^{13,14} customer attitudes,¹⁵ perceived quality,¹⁶ impact on choice of accommodation¹⁰ and influence on willingness to pay for services.¹⁷ As a result, online reviews have an impact on the hotel's performance.¹⁸ and on internal and external environmental change,¹⁹ it is very important for every hotel and guesthouse to monitor customer feedback and respond flexibly to their requirements.

2 Services and Marketing of Tourism

Services are a kind of product that can be purchased in exchange for funds. The services are consumed at the moment of their purchase, which significantly differs from the products that can be taken home. Services are part of a variety of industries, such as

⁶ MALACHOVSKÝ, A., KIRÁLOVÁ, A.: Invigorating the Destination's Marketing Strategy? (The Case of Slovakia). In *Procedia – Social And Behavioral Sciences*, Vol. 175, No. 12, p. 393-400.

⁷ LITVIN, S., GOLDSMITH, R., PAN, B.: Electronic Word-of-Mouth in Hospitality and Tourism Management. In *Tourism Management*, 2008, Vol. 29, No. 3, p. 458-468.

⁸ ZHAO, X. et al.: The Influence of Online Reviews to Online Hotel Booking Intentions. In *International Journal of Contemporary Hospitality Management*, Vol. 27, No. 6, p. 1343-1364.

⁹ YE, Q. et al.: The Influence of User-Generated Content on Traveler Behavior: An Empirical Investigation on the Effects of E-Word-of-Mouth to Hotel Online Bookings. In *Computers In Human Behavior*, 2011, Vol. 27, No. 2, p. 634-639.

¹⁰ SPARKS, B., BROWNING, V.: The Impact of Online Reviews on Hotel Booking Intentions and Perception of Trust. In *Tourism Management*, 2011, Vol. 32, No. 6, p. 1310-1323.

¹¹ YOO, K., GRETZEL, U.: What Motivates Consumers to Write Online Travel Reviews?. In *Information Technology & Tourism*, 2008, Vol. 10, No. 4, p. 283-295.

¹² MAURI, A., MINAZZI, R.: Web Reviews Influence on Expectations and Purchasing Intentions of Hotel Potential Customers. In *International Journal of Hospitality Management*, 2013, No. 34, p. 99-107.

¹³ VERMEULEN, I., SEEGER, D.: Tried and Tested: The Impact of Online Hotel Reviews on Consumer Consideration. In *Tourism Management*, 2009, Vol. 3, No. 1, p. 123-127.

¹⁴ BAKA, V.: The Becoming of User-Generated Reviews: Looking at the Past to Understand the Future of Managing Reputation in the Travel Sector. In *Tourism Management*, 2016, Vol. 53, p. 148-162.

¹⁵ CASALÓ, L. et al.: Do Online Hotel Rating Schemes Influence Booking Behaviors?. In *International Journal of Hospitality Management*, 2015, Vol. 49, p. 28-36.

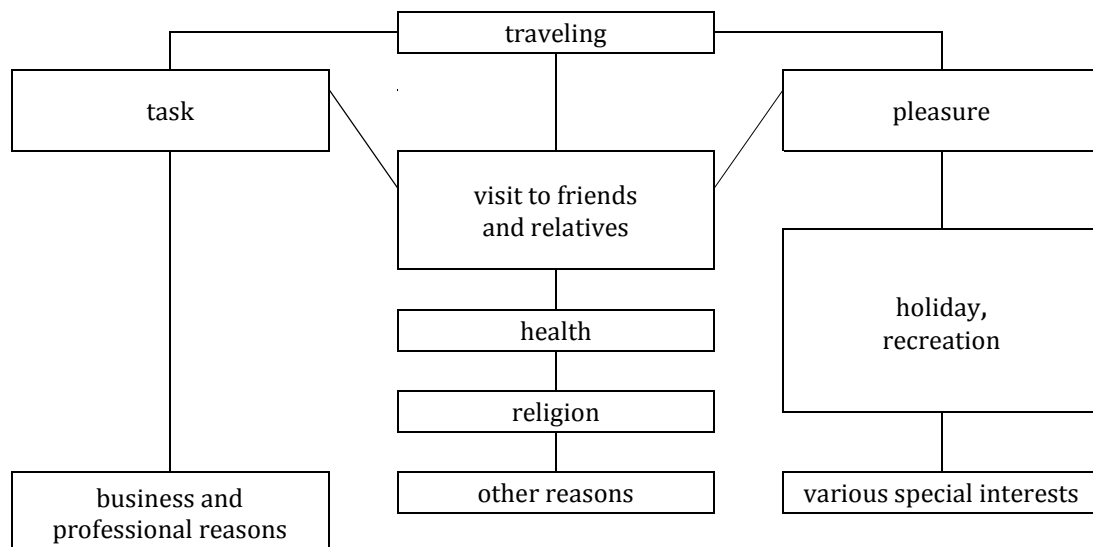
¹⁶ TORRES, E., SINGH, D., ROBERTSON-RING, A.: Consumer Reviews and the Creation of Booking Transaction Value: Lessons From the Hotel Industry. In *International Journal of Hospitality Management*, 2015, Vol. 50, p. 77-83.

¹⁷ NIETO-GARCÍA, M., MUÑOZ-GALLEGO, P., GONZÁLEZ-BENITO, Ó.: Tourists' Willingness to Pay for an Accommodation: The Effect of Ewom and Internal Reference Price. In *International Journal of Hospitality Management*, 2017, Vol. 62, p. 67-77.

¹⁸ SPARKS, B., SO, K., BRADLEY, G.: Responding to Negative Online Reviews: The Effects of Hotel Responses on Customer Inferences of Trust and Concern. In *Tourism Management*, 2016, Vol. 53, p. 74-85.

¹⁹ HOLUBČÍK, M., POLÁČKOVÁ, K.: Synergy Effects as a New Approach Inside the Organization. In *Human Resources Management and Ergonomics*, 2016, Vol. 10, No. 2, p. 48-63.

engineering, construction, and also their own industries, such as tourism. The World Tourism Organization (UNWTO) defines tourism as the activity of people traveling to places outside their normal environment for less than one year in order to spend their free time.²⁰ Tourism is a sector where the object and the subject of tourism are encountered on the market instead of the seller and the buyer. The object being the bearer of the offer and the subject being the bearer of the demand. Subject of the tourism is a visitor who participates in the tourism industry to meet his / her needs²¹ (the visitor needs to travel and stay outside of the usual place of residence) and the tourist object may include guesthouses, hotels or other tourism institutions. These can be defined as companies providing short-term movements of persons to destinations outside the places where people live and work normally and companies providing activities that can be carried out in these destinations.²² Tourism is a specific sector in which it is very difficult to manage the organization because there are very strong competitive relationships between companies.^{23,24} At the same time it represents one of the most expanding sectors, it is to be expected that its rising trend will continue in the 21st century even faster.^{25,26} In view of the above facts and the claim that tourism is primarily a sector of services where the main product of enterprises is the provision of experience and hospitality, it is possible to state that tourism is a modern, emerging sector with very strong interaction between competing enterprises in order to meet the needs of traveling, spending leisure time or simplifying the daily customer's day. People have two reasons to travel. The first is to travel from duty and the other to travel for fun. The reasons for traveling processed into the scheme can be seen on the next picture.



Picture 1: Travel reasons

Source: Doswell, 1997²⁷

²⁰ *Charakteristika a význam cestovního ruchu.* [online]. [2018-04-12]. Available at: <<http://old.czechtourism.cz/didakticke-podklady/1-charakteristika-a-vyznam-cestovniho-ruchu-v-cesku/>>.

²¹ HESKOVÁ, M.: *Cestovní ruch.* Praha : Fortuna, 2006, p. 216.

²² BRIGGS, S.: *Successful Tourism Marketing.* London : Kogan Page, 2001, p. 240.

²³ FYALL, A., GARROD, B.: *Tourism Marketing.* Buffalo, NY : Channel View Publications, 2005, p. 400.

²⁴ JAKUBÍKOVÁ, D.: *Marketing v cestovním ruchu.* 2nd Edition. Praha : Grada, 2012, p. 320.

²⁵ See, for example: KINDERSLEY, D.: *Tourism Marketing.* New Delhi : Pearson Education India, 2011.

²⁶ HAZDRA, A.: *Jak dělat služby, které vaše zákazníci nadchnou.* Praha : Grada, 2013, p. 160.

²⁷ DOSWELL, R.: *Tourism: How Effective Management Makes the Difference.* Oxford : Butterworth-Heinemann, 1997, p. 336.

As mentioned tourism is the business sector and in other business sectors it is also possible to talk about marketing. The market environment in the tourism industry can't be perceived as a classic product sales market. Bennett and Strydom²⁸ claim that selling is just one of the many aspects that make up the business process in this market environment. It is important that marketing is not understood as a tool to promote product sales but to meet customer requirements. Therefore, it is necessary to distinguish marketing / tourism equipment and tourist destinations. This is a "different approach to marketing application" because businesses and tourism establishments are based on other principles than tourism destinations that focus on territorial marketing. It is well known that for businesses in tourism, marketing is very important as it defines customer needs and guides the business to meet customer needs as expected. However, tourism marketing has its own specificities based on the specificities of travel services industry. Successful marketers will be the ones who best understand the needs of customers and can best satisfy them in a constantly changing marketing environment. The marketing communication of the organization is a successful transfer of information between the sender and the recipient.²⁹ This success can be measured by, for example, the number of new customers, looking at a website or social networks. However, the overall success of marketing communications can't be measured solely by the changing number of new customers. Specific indicators need to be established to assess the overall course of marketing communication. Among the most important indicators, it is possible to include the profit of an organization that is directly dependent on the organization's interaction with its customers.³⁰

Marketing is part of the management process. The result of this management process is knowledge, anticipation and influencing customers in an effective way to meet the company's goals³¹ through marketing communications tools. The most common marketing communication tools are advertising, sales promotion, public relations, personal sales, direct marketing and event marketing.^{32,33,34} Through these tools, organizations are exploring the market, stakeholder requirements, testing market responses, communicating with selected customer segments. The primary role of the organization's tourism marketing is to effectively provide all information about the services offered to selected customer segments. The marketing of a tourism organization must govern the market and communicate with stakeholders so that mutual relations between them are beneficial to all stakeholders. Therefore, it is important that the information communicated is correct and that organizations behave transparently in the Internet environment. An open and fair approach not only to customers but also to suppliers or competitors helps organizations to move forward.

²⁸ BENNETT, J., STRYDOM, J.: *Introduction to Travel and Tourism Marketing*. Kenwyn : Juta & Company Ltd., 2001, p. 264.

²⁹ VODÁK, J., SOVIAR, J., VARMUS, M.: *Marketingová komunikácia*. Žilina : EDIS, 2016, p. 172.

³⁰ KOTLER, P.: *Moderní marketing*. Praha : Grada, 2007, p. 1048.

³¹ For more information, see: HITTMÁR, Š., STRIŠŠ, J.: *Manažment a marketing v železničnej doprave*. Žilina : EDIS, 1999.

³² VODÁK, J., SOVIAR, J., VARMUS, M.: *Marketingová komunikácia*. Žilina : EDIS, 2016, p. 172.

³³ KOTLER, P., KELLER, K.: *Marketing Management*. Praha : Grada, 2007, p. 816.

³⁴ STRIŠŠ, J. et al.: *Marketingové riadenie*. Žilina : EDIS, 2009, p. 440.

2.1 Methodology

Several techniques for collecting and evaluating acquired data were used in the survey. The data were obtained from interviews as well as from the content analysis of the websites of individual accommodation facilities. Criteria by which the individual accommodation facilities were rated are based on customer requirements on the accommodation web site. The Critical Success Factors Method was used for the evaluation, which was subsequently interpreted by histograms, a radar chart and a pyramid chart.

2.2 Result of Our Survey

In the survey, we focused on 76 hotels and guesthouses operating in the High Tatras region. Of the total number of 76 accommodation facilities, there were 48 guesthouses and 28 hotels. These accommodations were rated based on 16 criteria. The list of criteria can be seen in the following table 1.

Table 1: Criteria for the evaluation of accommodation facilities

1	book accommodation from the home page	9	link to social network facebook
2	reservation reference on the home page	10	link to social network youtube
3	mobile version of the site	11	link to social network booking.com
4	language mutation – english	12	link to social network tripadvisor
5	language mutation – german	13	link to social network google+
6	language mutation – polish	14	photo gallery
7	language mutation – russian	15	ratings of individuals rooms
8	language mutation – hungarian	16	change font size for people with worse eyesight

Source: Own processing

Based on the assessment, it is possible to compare the accommodation units in the individual parameters. This comparison can be seen in the following chart 1.

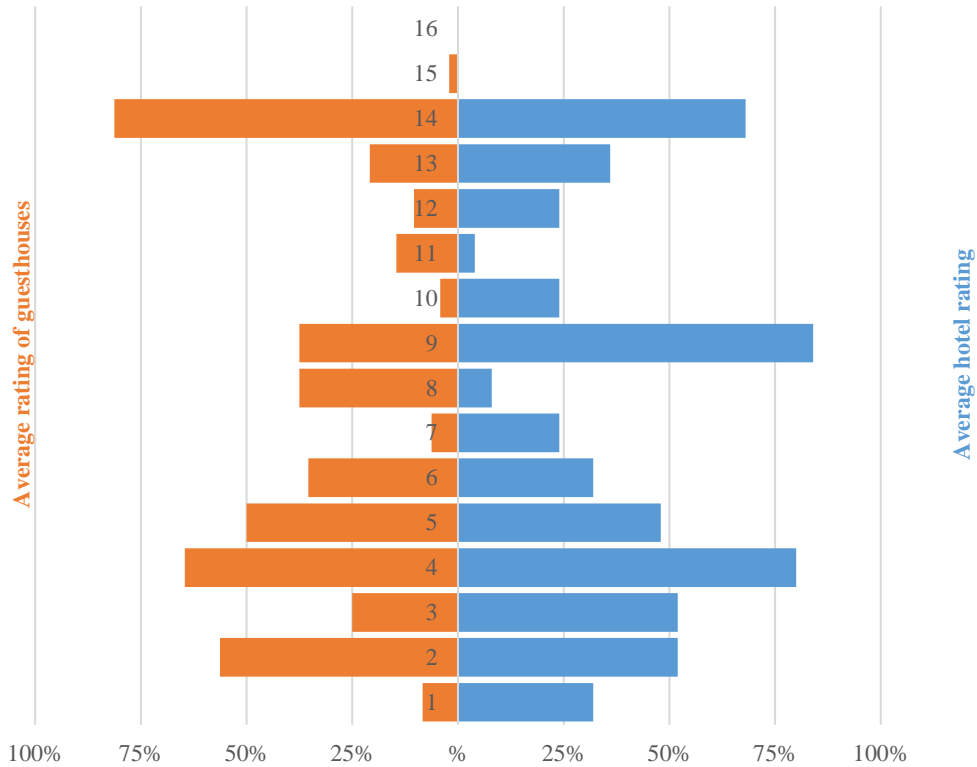


Chart 1: Comparison of hotels and guesthouses

Source: Own processing

As can be seen in the individual evaluations, there are large differences especially in parameters 1, 3, 7, 8, 9 and 13. These parameters vary considerably between hotels and guesthouses as part of customer communication through web sites. These significant differences can also be seen in the following radar chart.

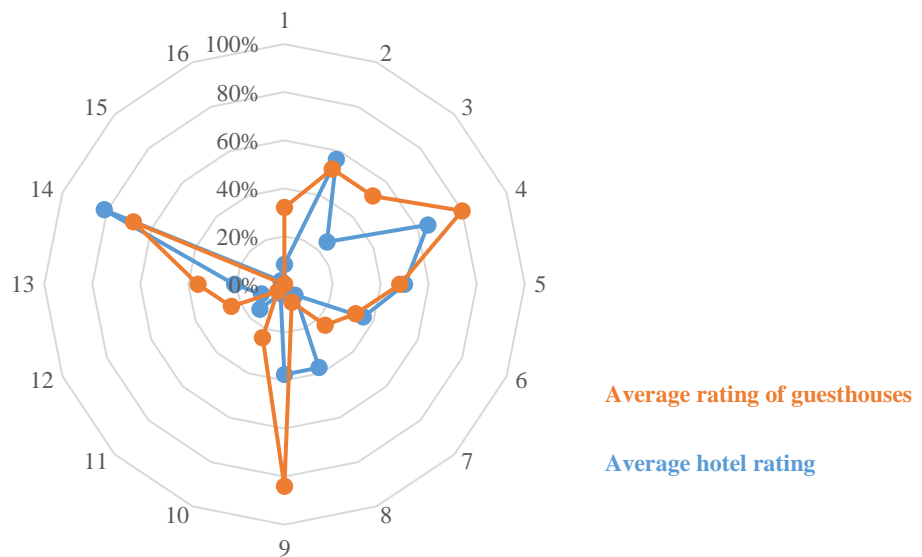


Chart 2: Average rating of hotels and guesthouses - radar chart

Source: Own processing

From this graph we can see that there are parameters in which the assessment of accommodation facilities is almost identical to parameters 2, 5, 6, 15 and 16, but it is also

possible to observe the large differences already identified in the previous chart. In 5 cases, the rating of hotels and guesthouses varies by more than 20%. This is illustrated by the following chart 3.

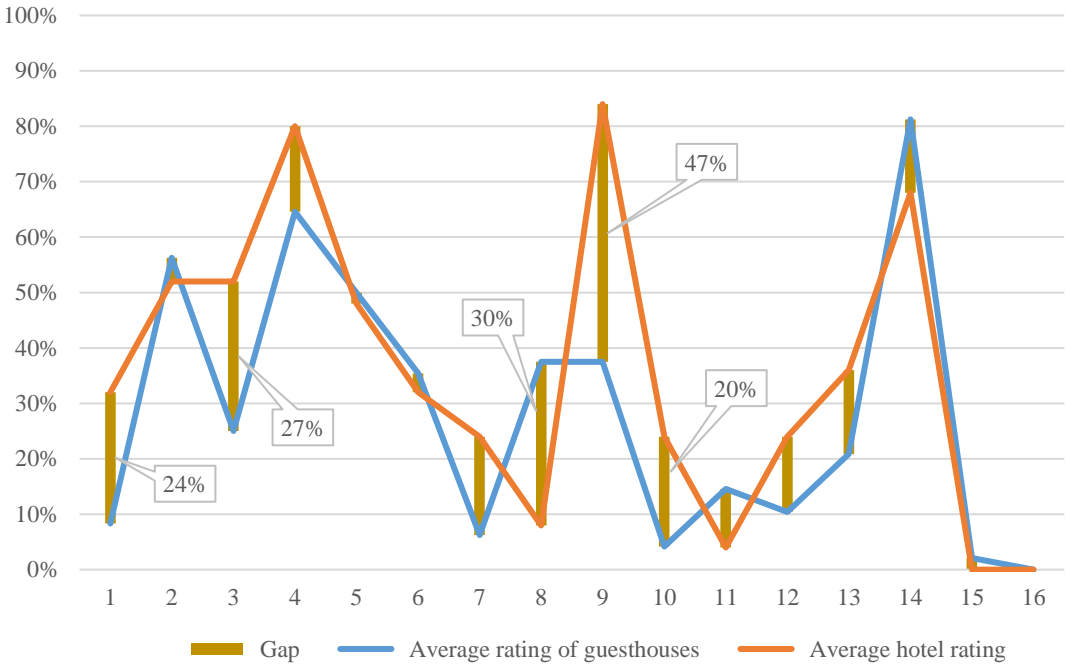


Chart 3: Highlighting the greatest differences in ratings

Source: Own processing

It can be said that in 4 cases the rating of the hotels significantly exceeds the rating of the guesthouses and only in 1 case the rating of the pensions significantly exceeds the rating of the hotels. The biggest difference is in parameter 9 where the guest rating is 47% lower than the hotel rating. Other significant differences are in parameters 1, 3, 8, and 10. The overall average rating of accommodation facilities can be seen in the following chart 4.

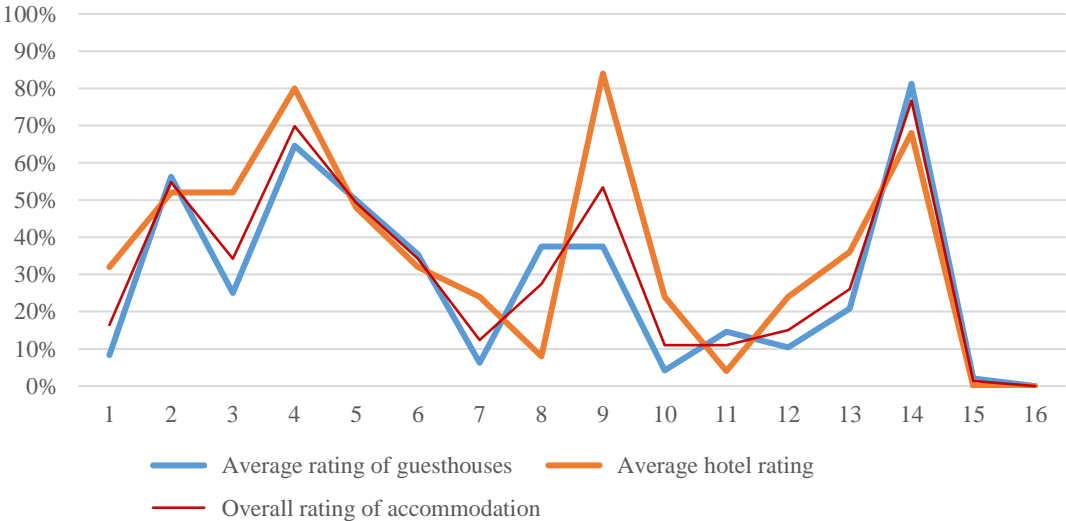


Chart 4: Compare hotels and guesthouses with the overall average rating of accommodation facilities

Source: Own processing

Overall, after summarizing the results, it was found that guesthouses meet customer requirements at 28% and hotels at 35%. It is therefore possible to say that there is a large gap for these organizations, which we can call the improvement potential (as shown in the next chart 5).

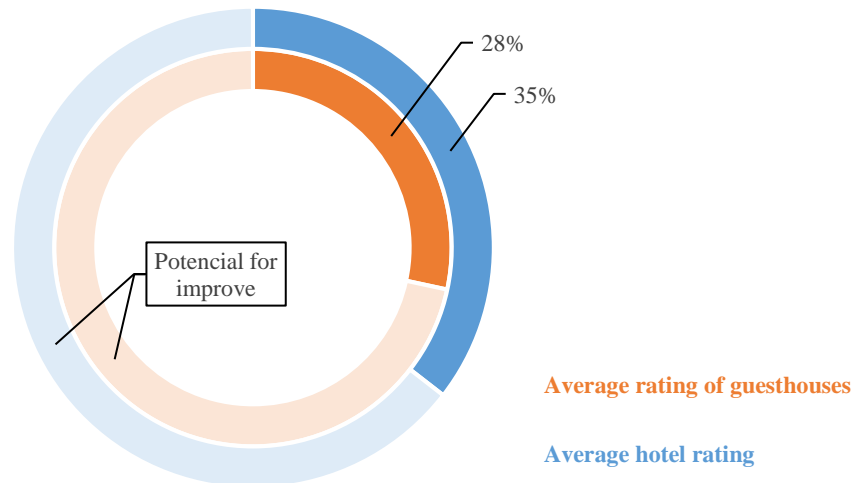


Chart 5: Overall summary of the evaluation

Source: Own processing

The areas where these organizations are lagging behind are re-linking to their profiles on social networks and also the adaptation of websites to mobile devices, weak-sighted visitors or even foreign tourists.

3 Discussion

As pointed out in the article, the area of tourism is highly influenced by stakeholders. Accommodation facilities such as guesthouses and hotels must ensure proper communication between them and their key stakeholders. Nowadays, much of the communication is conducted over the Internet. Therefore, it is important, that organizations also communicate correctly in this environment. Hotels and guesthouses, however, have many shortcomings in the area of communication via web sites. In order for guesthouses and hotels to achieve the goals in the field of online marketing communication, we recommend them: to focus language mutations on their key customer segments, also to eliminate or correct inactive language mutations. They also need to edit their web site for mobile devices and add links to their profiles on social networks. In order to satisfy the needs of their customers, they should allow customers to book their accommodation on their homepages. The latest recommendation is to link evaluations from other portals to their web site to allow customers to choose the best rated accommodation directly from their website and not to leave their website.

Conclusion

The importance of marketing communication as one of the tools of the organizations involved in tourism has been proven by the assertions of the world's authors in the first

part of the article. In the light of this, it can be stated that tourist organizations from the High Tatras region underestimate the importance of this tool within the Internet environment. The content analysis of the web pages of the 76 accommodation establishments from the High Tatras region has highlighted the high deficiencies in several factors. The main areas include individual language mutations, a link to social networks, or the ability to change font size and customize the site to mobile devices. The biggest drawbacks have been observed with guesthouses, which are unlikely to have enough experience and finances to be able to afford professional web services. They need not only to be inspired by the modern trends in internet communication with customers, but also to think about the functionality of individual elements of their web pages. The possibility of switching to a non-functional language mutation of the customer's website is discouraged from further visits to the website and subsequent possible booking of accommodation. Businesses need to focus on and identify issues identified as quickly as possible, improving their access to communication with their stakeholders.

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BUYING AND CONSUMER BEHAVIOUR OF GENERATION Z

Diana Karaffová

Abstract

What are Slovak teenagers and youngsters like? What is their life about? What are their values, opinions, attitudes and buying behaviour? How should marketers approach them? Buying behaviour and habits of this generation are often a subject of various studies and research. Revolution in the digital world and buying behaviour are closely interlinked. The current trend is forcing companies not only to build their brands, but also cut their costs for acquisition of new customers and consequently, enhance effectivity of implementation of their marketing and communication activities.

Key words:

Brand. Buying behaviour. Generation Z. Technologies. Trends.

1 What Is Generation Z Like?

They are often referred to as „Millenials“, „iGeneration“ or „Post-Millenials“.¹ They may also be described as „Generation Cox“ or „The New Silent Generation“. They are the last ones to be named after the date of birth. Today´s digital revolution has shown that the age is not a correct determinant of behaviour as it is rather difficult to define and categorize people and consumers by their age. The digital environment may also include people from less developed countries of the world or even all the generations from the children to have been born within one generation up to today´s generation of „Baby Boomers“. This generation is often defined as „Generation C“, which is a derivation from the word „Connected“. Some sources, however, tend to refer to „Generation C“ as „Community“ or „Content“, „Internet Generation“, „Generation V“ as „Virtual“ or „Google Generation“. When speaking about the Generation Z, there are different opinions regarding its time definition. In the majority of cases, this generation includes people to have been born after 1996 or children to have been born after 2000, i.e. children of the Generation X and Y. Smart technologies, the greatest digital revolution ever, development of virtual reality and everyday use of social media are common attributes of the members of this generation.

¹ BROMWICH, J. E.: *We Asked Generation Z to Pick a Name. It Wasn't Generation Z*. Released on the 31st of January 2018. [online]. [2018-01-31]. Available at: <<https://www.nytimes.com/2018/01/31/style/generation-z-name.html>>.

WHO IS "COOL" in generation Z



RYAN HIGA

A popular „YouTuber“ –
a comic with 2.6mld
views

SMOSH

A YouTube Duo famous for
their comic videos and
operating their own channel
with over 22 million
followers





PEWDIEPIE

A famous Swedish comic who
has recently taken up
vlogging and belongs to Top
5 of the most successful
comedians of Generation Z.

**THE FINE
BROTHERS**

The most popular duo presenting
world events of today





KSI

The most popular british
comedian presenting world
events of today

Picture 1: Representatives and leaders for Generation Z

Source: Own processing based on: *Top 5 Celebrity Influencers of Generation Z – Millennials Infographic*. [online]. [2018-01-31]. Available at: <<https://cruiseable.com/blog/top-5-celebrity-influencers-of-generation-z-millennials-infographic>>.

There are various famous personalities representing this generation, e.g. Mark Zuckerberg (a founder of Facebook), Justin Bieber (a singer and a celebrity), Taylor Swift (a singer and a songwriter), Lady Gaga (a singer, an actress and a songwriter) or Steve

Jobs (a founder of Apple) even though these are mostly connected with Generation Y. Generation Z tends to prefer YouTube celebrities, which shows that its members are becoming more and more ignorant towards traditional media.

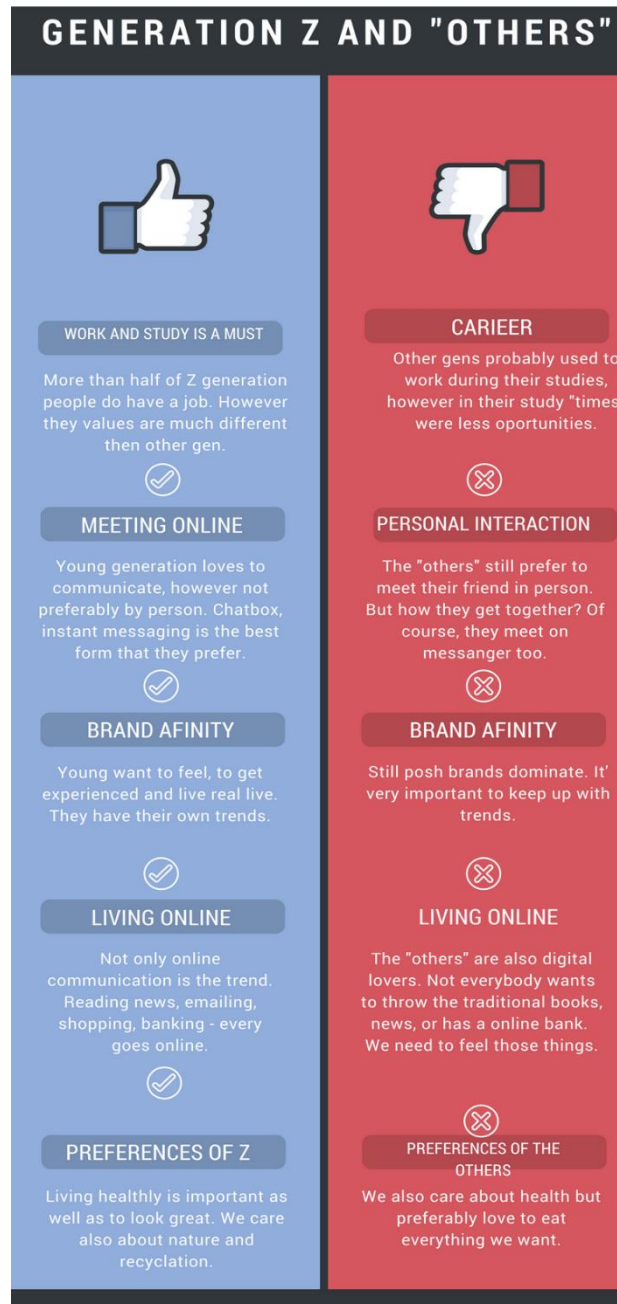
2 Fields of Interest of Generation Z

The key fields of interest of this generation are health care, medicine, electronics and especially high-tech as shown in the results of the research which was a subject of the paper. By the majority of authors, we may state that Generation Z has been growing up in the period of political and financial insecurity. Nevertheless, one may assume that they are trying to make the world a better place (e.g. demonstrations, which have been held in Slovakia since March 2018 as a symbol of dissatisfaction with the current political situation in the country, have been mainly initiated by the young). These people are more mature and eager to change the world. It is natural that the representatives of this generation are often referred to as digital natives as its members have been naturally connected to modern technologies since their birth. This denomination was firstly used by the American professor Mr Prensky.² This generation is often characterised as follows: “these children are so different from us.” Please find below some of the basic differences between Generation Z and other generations. The online world is a safer place for them and therefore their “personal meetings” are often held on-line rather than in person. They like social media but so do their parents and that’s why they prefer instant messaging instead. Making phone calls is not within their field of interest. They are keen on culture, environmentally friendly and they place their friends before parents. Their main aspects of life – social interaction and community activities – are facilitated by digital technologies. And what is the most – they have never experienced a different life.³

² PRENSKY, M.: Digital Natives, Digital Immigrants Part 1. In *On the Horizon*, 2001, Vol. 9, No. 5, p. 1-6.

³ PALFREY, J., GASSER, U.: *Born Digital: Understanding the First Generation of Digital Natives*. New York : USA Basic Books, 2008, p. 2.

What's up and what don't



Picture 2: Comparison of Generation Z and other generations
Source: Own processing

3 Buying Behaviour of Generation Z

By the end of 2017 the research was done on the sample of more than 300 Slovak respondents aged 20 to 23. Its main goal was to define customers' expectations and preferences in the fields of digitalization, consumer behaviour and buying preferences. The respondents use their salary from part-time jobs or other financial resources to cover their expenses. More than a half of the respondents do not have a shopping budget and

they get mostly influenced by recommendations of their friends, Internet advertising or social media advertising.

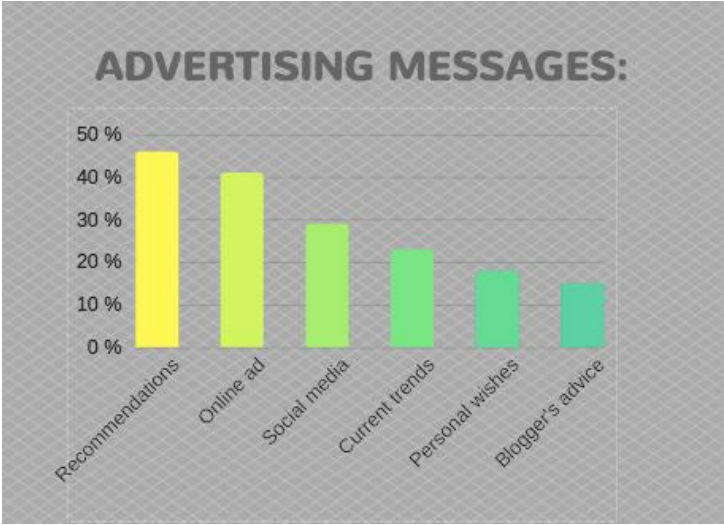


Chart 1: Advertising messages of Generation Z

Source: Own processing

They mostly prefer online shopping as well as brick-and-mortar stores and shopping centres. E-shopping is becoming more and more widespread. The most popular items for shopping are books, cosmetics, perfumes, clothes and shoes. As for gifts from the others, more than a half of the respondents prefer getting clothes and shoes with the same proportion opting for cosmetics and perfumes. Tickets to the theatre or a concert, jewellery and watches as well as services such as wellness or massages rang among other popular gifts.



Chart 2: Consumer preferences of Generation Z

Source: Own processing

4 Current Marketing Concepts

Praet assumes that communication is gradually turning into a discussion while enhancing the trend of brand affinity – the process of assimilation of Generation Z with a brand. It defines where consumers belong to and where they are heading. This is the way of expressing their style.⁴ Introduction of value marketing represents another modern trend. The value-oriented generation of the young requires authenticity, can do without luxury and prefers “hedonic minimalism” – that is a maximum benefit with a certain number of values. Minimalism is one of the trends to have been created as a reaction to the financial downturn that had changed people’s thinking as well as the manner how businesses are implementing their communication activities – the main goal is to reach a maximum effect with a minimum effort. Čichovský works with three categories of minimalist marketing: a competitive advantage, a price and a buyer’s benefit.⁵ All the parameters are interconnected. The main competitive advantage is to offer a low price while maintaining certain quality standards. However, minimalism can be found in all the levels of marketing conception. Value-oriented marketing is deemed one of the fundamental concepts to meet current market requirements not only from the viewpoint of a customer, but all the entities operating in the business environment as well as the overall market microenvironment. Generation Z has also promoted another trend and that is a need for applying new attitudes towards customers – individuality, engagement or involvement of a customer from product development up to sale, i.e. „experience marketing“. As a result, this generation is able to fulfil their ideas of „a real brand“ or „real products“ to be transferred into the reality through fully available communication channels and social media.

Conclusion

As stated in the study on customer experience and various statistics, by the year 2020 customer experience will have overtaken the price and the product as key differentiators for customer’s decision making.⁶ Consequently, gastronomy businesses should be particularly careful about implementation of their marketing concepts in order to focus primarily on customers. Customer satisfaction could represent a strategic business goal. It is necessary to understand customer’s needs and expectations in order to apply them to particular target groups and eventually create a competitive advantage and substitute some marketing activities by those which may cut costs for marketing mix. Nowadays, every business finds it rather challenging to provide high-quality customer service and launch the products which can become popular for a number of generations. The fact is, however, that every of the above mentioned generations has different expectations or different value attributes. Marketers have to take all these issues in consideration. Therefore it is crucial for them to be aware of such inconsistency and adjust the whole marketing strategy and communication accordingly.

⁴ VAN PRAET, D.: *Unconscious Branding*. New York : St. Martin's Press, 2012, p. 152.

⁵ ČICHOVSKÝ, L.: *Marketingový minimalismus – nový marketingový trend*. [online]. [2018-04-27]. Available at: <<http://www.marketingovenoviny.cz/marketingovy-minimalismus-novy-marketingovy-trend/>>.

⁶ HIGHFIELD, V.: *Infographic: Countries That Know Good Customer Service*. [online]. [2018-04-27]. Available at: <<http://www.totalcustomer.org/2014/08/29/infographic-countries-customer-service/>>.

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PREFERENCES OF YOUNG PEOPLE WITHIN FACEBOOK ADVERTISEMENT

Eva Malichová

Abstract

In today's world, Facebook has a great influence since the number of its users is still rising. This paper focuses on the identification of preferences of young people within Facebook advertisement because young people represent the majority of Facebook's users. In the paper, there are identified the preferences of young users in relation to types of advertisements, reasons for displaying the advertisements, position of advertisements, but also in relation to the behaviour of these users towards advertisements, whether they are satisfied with them and whether they use the blocking of some advertisements. The paper also deals with the identification of correlations between the gender and displaying of advertisements, the time spent on the social network and displaying of advertisements, and also between the frequency of displaying of advertisements and realization of purchase. At the end, the recommendations for businesses were created, based on the findings from the research.

Key words:

Advertisement. Facebook. Preferences. Social networks. Young people.

1 Introduction

Nowadays, social networks are the part of everyday life of young people. They also provide a huge space for businesses, making them able to address a high number of users via this tool. Facebook is one of these very attractive social networks as well. It represents an important communication platform not only for the private life, but it is also being used for the interaction of businesses with their customers to a great extent.¹ Using a social network, such as Facebook, businesses can track the interests of customers, events they visit, and other information they post about themselves. For the SMEs, the advertisements on FB are often the only relatively financially not-demanding activity using which they can address a broad audience. Since the Facebook's popularity was gradually growing, the interest of businesses in putting advertisements on this social network started to rise too. At present, Facebook still adds new types of advertisements and positions where they can be displayed on it. Up to 58% of Facebook's users are young people between 18 – 34 years of age, thus it is important to focus on whether the adding of various positions for advertisements and individual types of advertisements still have a positive effect on these users, or whether they rather cause their ignoring.²

2 Theoretical Background

Facebook belongs to the most popular social networks in the world. Social networks can be characterized as online space where the users share their ideas, opinions, reflections, and where they unite into groups with the same interests.³ Similarly, we can talk about

¹ SHANKAR, V. et al.: Innovations in Shopper Marketing: Current Insights and Future Research Issues. In *Journal of Retailing*, 2011, Vol. 87, No. 1, p. 30.

² Statista – The Statistics Portal 1. [online]. [2018-05-01]. Available at: <<https://www.statista.com/statistics/376128/facebook-global-user-age-distribution/>>.

³ RAY, M.: *Social Network*. [online]. [2018-05-01]. Available at: <<http://www.britannica.com/topic/social-network>>.

Facebook as about a place where the users create their profiles that they use to communicate. According to the statistics from the Statista portal, in 2017, the average time spent on social networks daily was 135 minutes, which represents the increase of 9 minutes in comparison with 2016.⁴ It is caused also by the continuous growth on the mobile market, which belongs to one of the most dynamic and fastest growing markets.⁵ The rising number of Facebook's users and the increasing amount of time spent on this social network attract the businesses. They also still more frequently use the space on FB to communicate with their customers, to present new products, and to address new potential customers. Facebook allows entrepreneurs to create their pages for free, using which they can then communicate, perform various activities, and make a contact with users. One of such activities is the use of paid advertisements of various types to promote the page, product, event, and so on. Using the data shared by the users in their profiles, it is possible to easily target the advertisement on the customers, based on demographics or on their interests.⁶ Since FB has a lot of users, a business is able to address a high number of customers for relatively low costs.⁷ Facebook offers various options and types of advertisements for businesses, which they can utilise within their social network. Dehghani and Tumer revealed that FB advertisement considerably influences the brand's image and its value, which contributes to the increase of purchases.⁸

The fact that the advertisements are being displayed in various parts of the FB screen, or in the mobile FB application, can have a differentiated impact on the perception of these advertisements by FB users. There are several researches dealing with the examination of attitudes of users towards the advertisements on social networks and in the media. According to researches performed by Chu⁹ and Cox, young people have the most favourable attitudes towards advertisements on social networks.¹⁰ Since FB is mostly used by young people, the delight is a substantial factor influencing the use of social networks.¹¹ However, the question is whether the growing trend in using Facebook by businesses does not cause the cluttering up of Facebook space with advertisements, and whether young people are still willing and able to perceive these advertisements positively, and also what their preferences are within this area.

⁴ Statista – The Statistics Portal 2. [online]. [2018-05-01]. Available at: <<https://www.statista.com/statistics/433871/daily-social-media-usage-worldwide/>>.

⁵ TOKARČIKOVÁ, E., KUCHARČIKOVÁ, A.: Diffusion of Innovation: The Case of The Slovak Mobile Communication Market. In *International Journal of Innovation and Learning*, 2015, Vol. 17, No. 3, p. 359.

⁶ CURRAN, K., GRAHAM, S., TEMPLE, C.: Advertising on Facebook. In *International Journal of E-Business Development*, 2011, Vol. 1, No. 1, p. 26.

⁷ LUKKA, V., JAMES, P. T. J.: Attitudes Toward Facebook Advertising. In *Journal of Management and Marketing Research*, 2014, Vol. 14, No. 1, p. 2.

⁸ DEHGHANI, M., TUMER, M.: A Research on Effectiveness of Facebook Advertising on Enhancing Purchase Intention of Consumers. In *Computers in Human Behaviour*, 2015, Vol. 49, p. 598.

⁹ CHU, S.: Viral Advertising in Social Media: Participation in Facebook Groups and Responses Among College-Aged Users. In *Journal of Interactive Advertising*, 2011, Vol. 12, No. 1, p. 42.

¹⁰ COX, S. A.: *Online Social Network Member Attitude Toward Online Advertising Formats*. Rochester : Rochester Institute of Technology, 2010, p. 19.

¹¹ DI PIETRO, L., PANTANO, E.: An Empirical Investigation of Social Network Influence on Consumer Purchasing Decision: The Case of Facebook. In *Journal of Direct, Data and Digital Marketing Practice*, 2012, Vol. 14, No. 1, p. 18.

3 Methodology

The aim of this paper is to identify the preferences of young users of Facebook social network in relation to advertisements. Based on these findings, the aim is also to define recommendations for businesses that want to address young people via this social network. For the research, the data collection using a questionnaire was chosen. The questionnaire included 12 questions among which the first four served for respondent's identification. They referred to the gender, age, use of Facebook social network, and the time spent on this social network. Other eight questions were focused on the frequency of displaying the advertisements on FB, preferences and reasons for displaying the advertisements on FB, and on the personal attitude towards advertisements on FB. The research's focus on young people followed the fact that the majority of Facebook's users are young people below 34 years of age. However, the age boundaries were set between 20 and 34 years. It is because these young people are absolutely or almost absolutely self-sufficient, and they earn money which they can then spend on purchases based on the advertisements displayed on FB. Based on the data from the Statistical Office of the SR, in 2016, there were 1,204,428 inhabitants at the age between 20 and 34 years living in Slovakia. At the 95% confidence level, the sample size of 385 respondents was calculated, using the data on the population.

The following hypotheses were defined in the research:

- *H1: There is a significant correlation between the gender of the respondent and the frequency of visiting the advertisements on Facebook.*

The hypothesis follows the presumption that women make purchases more often than men. This implies that women on a social network, such as Facebook, make purchases more often, therefore they also click on the advertisements to display them more often than men.

- *H2: There is a significant correlation between the number of hours spent on Facebook by a respondent and the frequency of visiting (clicking on) Facebook advertisements.*

Since the time spent on social networks is still rising, the question was whether this time affects how often a respondent displays advertisements on Facebook.

- *H3: There is a significant correlation between the frequency of displaying the advertisements and realization of purchase based on FB advertisement.*

Besides displaying their advertisements on Facebook, businesses mainly need the users to buy their products and services. This hypothesis tries to reveal whether the frequency of displaying advertisements influences the realization of purchases on Facebook.

For statistical verification or rejection of hypotheses, cross tables were created, including quantities of individual respondents' answers between two variables. Subsequently, the statistical significance was tested between these variables using χ^2 goodness of fit test. The significance level was set at 5% for all hypotheses.

4 Results

There were 403 respondents between 19 and 34 years participating in the survey. Up to 61% of respondents were men and 39% were women. Among the total number, only 5 respondents (1%) were not using FB at all. Other 398 respondents represented the base

for the examination of correlations between young people on FB and advertisements. Chart 1 depicts the percentage of respondents in relation to the time spent on FB social network. It can be seen that almost 39% of respondents spend more than 2 hours a day on FB. The lowest number of respondents, almost 26%, spend less than 1 hour a day on FB.

How much time respondents spend on FB daily

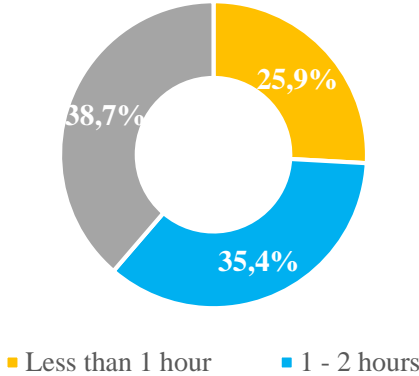


Chart 1: % of respondents in relation to the time spent on FB social network daily
Source: Own processing

Then, the attention was paid to the frequency of displaying advertisements by users, during their time spent on Facebook. Chart 2 shows the percentage of respondents in relation to the frequency of clicking on advertisements. The highest number of respondents (47%) said that they click on advertisement on FB rarely, which was defined as once a month. Up to 23% of respondents said that they do not click on advertisements at all. Other 19% of respondents click on advertisements sometimes (once a week), 11% do it very often (once a day), and only 1% of respondents said that they click on the advertisements always when they are on FB.

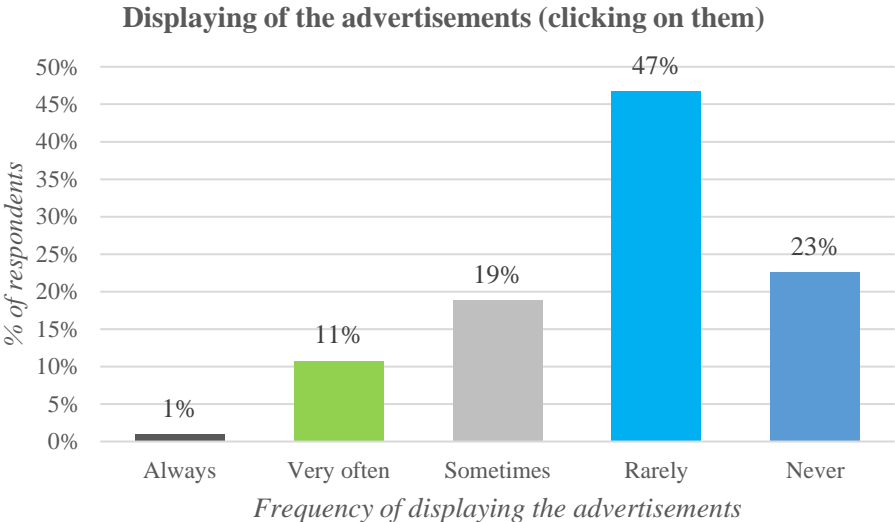


Chart 2: Displaying of the advertisements on FB by respondents
Source: Own processing

Also, the main reasons why the respondents click on the advertisements on Facebook were studied. The reasons were supposed to be ordered according to their attraction for

the respondent. Afterwards, the points were assigned to each reason according to rating in the respondent’s answer. The first place was given 6 points and the last one was given 1 point. Based on this rating, the Chart 3 shows the points achieved by individual reasons for clicking on advertisements.



Chart 3: Reasons for clicking on advertisements
Source: Own processing

The highest number of points was gained by “favourite product or brand”. Respondents most frequently click on advertisements on Facebook because the advertisement includes their favourite product or brand. Up to 49.7% of respondents put this reason at the first place. The second most-frequent reason for clicking on the advertisement is an interesting discount, special offer. This means that if the advertisement offers an additional discount on products or if it is possible to get some benefit or discount, this advertisement will attract the Facebook users. Other places were filled with “appealing visual presentation” and “price” of the product or service being promoted. When comparing the preferences of men and women, it was found out that both genders prefer the favourite product or brand the most, but in case of women, the visual presentation was at the second place, being the factor that can considerably attract women. It was also studied from which part of the screen, or application, the respondents most often display the advertisement on FB. Respondents were supposed to order the positions of advertisements according to which one they click on the most often. Similarly to the previous question, the points were assigned to individual positions. Based on this, the positions ended at the following places (Chart 4).

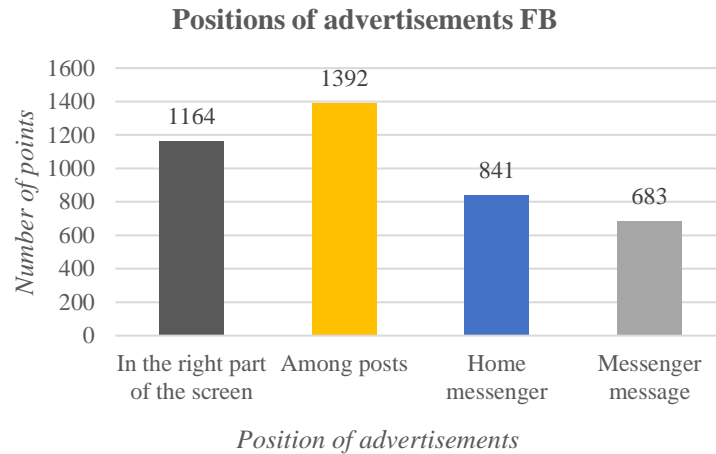


Chart 4: Positions of advertisements on FB – preferences of respondents

Source: Own processing

Respondents most often click on those advertisements that are being displayed on the users' walls among other posts. Up to 74% of respondents put this way at the first place during the ordering. There is an interesting fact that 40% of respondents do not notice whether the posts on their walls are being sponsored or not. Respondents also often click on the advertisements positioned in the right part of the FB screen. Other two ways of positioning the advertisements on Facebook are not interesting for respondents, so they do not click on the advertisements placed this way. Regarding the type of the advertisement, it was found out that the advertisements including a video are the most intriguing ones for respondents. At the second place, with almost the same level of interest, there was the carousel (multiple pictures), followed by a single picture. Based on the points, the advertisement with 360° picture ended at the last place. When comparing the preferences of men and women, the Table 1 shows that video is the most intriguing form for both genders. A difference occurs at the second place where men prefer the 360° picture and women prefer the carousel. This preference by women can be caused by the fact that women buy clothes more often and the carousel offers multiple products to be presented, e.g., multiple pieces of clothing.

Table 1: Comparison of preferences of men and women in relation to the types of advertisements

Ranking	Men	Women
1.	Video	Video
2.	360° picture	Carousel
3.	Picture	Picture
4.	Carousel	360° picture

Source: Own processing

The survey also revealed that up to 65.6% of respondents are satisfied with the advertisements that Facebook offer them (Chart 5a). The dissatisfaction of respondents with the advertisements being presented can be caused by the incomplete filling of the information about the user in the profile, or by the user (respondent) ignoring the advertisements.

Satisfaction with proposed ads

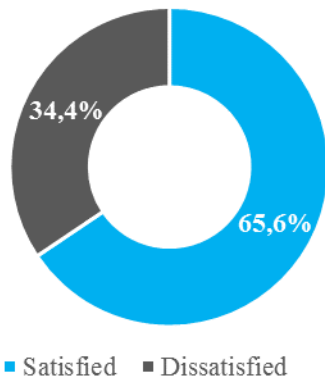


Chart 5a: Satisfaction with the advertisements presented
Source: Own processing

The usage of ad blocking

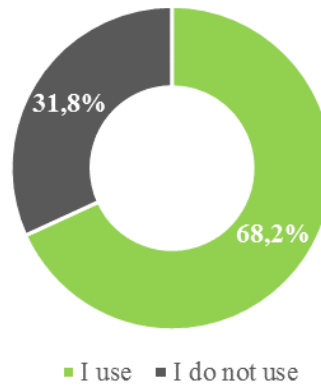


Chart 5b: Usage of ad blocking on FB
Source: Own processing

The Chart 5b depicts the percentage of respondents that use ad blocking for some advertisements on Facebook. More than 68% of users said that they use ad blocking of those advertisements that are not relevant for them. This blocking is very bad for the businesses' advertisements since if the user blocks such advertisement once, this advertisement will not be displayed to him ever again, even though it could address him in the future. After analysing the survey's results, the statistical verification of the hypotheses defined was performed. Table 2 lists individual hypotheses and values of statistical testing of these hypotheses. Based on the results calculated, the correlation between the respondent's gender and the frequency of visiting the advertisements was identified (hypothesis 1). Women click on Facebook advertisements more often than men. Up to 39% of women click on advertisement once a week or even once a day while the same applies only for 25% of men. Up to 29% of men have never clicked on Facebook advertisement. This applies only for 13% of women.

Table 2: Evaluation of hypotheses

No.	Description	Pearson Chi-Square	df	Asymptotic Significance	Cramer's V	Hypothesis's state
H1	<i>There is a significant correlation between the gender of the respondent and the frequency of visiting the advertisements on Facebook.</i>	25.613	4	0.000	0.254	Hypothesis accepted.
H2	<i>There is a significant correlation between the number of hours spent on Facebook by a respondent and the frequency of visiting (clicking on) Facebook advertisements.</i>	35.918	8	0.000	0.212	Hypothesis accepted.
H3	<i>There is a significant correlation between the frequency of displaying the advertisements and realization of purchase based on FB advertisement.</i>	135.991	4	0.000	0.585	Hypothesis accepted.

Source: Own processing

Also, the correlation was identified between the number of hours spent by respondents on Facebook daily and the frequency of visiting the advertisements (hypothesis 2). Respondents spending more time on FB daily click on the advertisements more often than those spending less time on this social network. 16% of respondents being on FB more than 2 hours a day always click on the advertisement when they are on FB or they do so minimally once a day, and 25% do so minimally once a week. Among the respondents that spend less than 1 hour a day on FB, only 4% click on the advertisement once a day, and 8% do so once a week. Among these respondents, up to 54% click on the advertisements only once a month, and up to 34% have never clicked on the advertisement. Hypothesis 3 was focused on the examination of correlation between the frequency of clicking on FB advertisements and the realization of purchase. It was studied whether the users that spend more time on Facebook have already realized a purchase, and so it can be assumed that if the respondents click on advertisements more often, then they buy the products more often as well. Based on the statistical verification, this hypothesis was accepted too. Up to 62.5% of respondents, among those having realized a purchase based on FB advertisement, spend more than two hours a day on FB. Only 4.6% are the respondents spending less than 1 hour a day on FB. Therefore, it can be stated that the more time the people spend on Facebook daily, the more this can affect their purchases.

Following the research's results, some recommendations can be defined for businesses to keep in mind when targeting their advertisements on Facebook social network. Businesses should try to use the advertisements that are placed on walls of Facebook users since up to 40% of respondents do not realize that these are paid advertisements, and the users click on the advertisements placed here the most often. For both genders, the most intriguing type of advertisement is video. If businesses want to focus on addressing new potential customers, they should mainly promote some interesting discount in their advertisements. In case of women, the visual presentation plays an important role too. Regarding a high percentage of respondents that block some types of advertisements on Facebook, it is needed for businesses to thoroughly target their advertisements on their customers. It was also revealed that women click on advertisements more often than men, which affects the online purchasing itself as well.

Conclusion

The paper was focused on the identification of preferences and behaviour of Facebook users towards advertisements. The majority of users click on advertisements once a week where the main reason for clicking on the advertisement is the presence of a favourite product or brand. There is also a conclusion that the users prefer the displaying of advertisements on their walls while some of them do not even realize that these are paid advertisements. This can be used by businesses since the users will not even notice that they are in contact with advertisements. Businesses should promote their products and services via videos because this way is the most attractive one for users within advertisements. It will still be interesting to watch the course of Facebook advertisements because Facebook is still bringing new positions and ways that can be used by businesses. However, it needs to be taken into account that the advertisements on Facebook shall not become annoying for the users because then they would be counterproductive for businesses.

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ENVIRONMENTAL RESPONSIBILITY OF CONSUMERS IN SLOVAKIA

Veronika Matiová

Abstract

Increased production and rapid scientific and technological progress have the effect of worsening the environment. We everyone take the responsibility for this and we need to look for solutions how to correct it. This issue is also addressed to socially responsible business, which according to the European Commission, represents the voluntary integration of social and ecological interests into everyday business activities and interactions with all stakeholders. There is very important role in this process by consumers, which determine the current market trend through their purchasing decisions. This is why we want to pay the greatest attention to the consumer and to the study of selected aspects of their environmentally responsible behavior. The aim of this paper is to explore attitudes of consumers to environmental issues, motives and barriers leading to environmentally responsible behavior.

Key words:

Consumer. Environment. Environmentally responsible behaviour.

1 Theoretical Background

Environmental pollution is caused by continuous increase in production and consumption of the entire society. An important part of the company consists of consumers. According to Horská et al.,¹ every person is a consumer because he is interested in the things he uses, consumes and that makes his everyday life more pleasant. Consumers are also influenced by their behavior and the state of the environment. Environmental consumers behaviour is considered as individual behaviour, which decides about consumption, purchasing, usage, disposing, etc. This behaviour deals with consumers' attitudes about green products and services, as well as their decision-making processes considering environmental impacts with regard to purchase, usage, and post-use behaviours, such as disposal, recycling, or reuse.² Attitudes are shaped on the basis of learned values and opinions.³ Environmental attitudes indicate a level of awareness of environmental problems, a measure of support to solve the item, same way indicates willingness to contribute personally to their solution.⁴ Willingness to personally contribute to solve the problem is associated with some form of motivation. Motivation is created by sectional individual motives. There is each motive characterized by its intensity and direction of action – the aim and the time during which it behaves. The basic source of motivation is the needs of the person. Other sources include emotions, habits, values, ideals and interest in person.⁵

¹ HORSKÁ, E. et al.: *Európsky spotrebiteľ a spotrebiteľské správanie*. Nitra : Slovenská poľnohospodárska univerzita, 2009, p. 7.

² ONEL, N., MUKHERJEE, A.: Understanding Environmentally Sensitive Consumer Behaviour: An Integrative Research Perspective. In *World Journal of Entrepreneurship, Management and Sustainable Development*, 2015, Vol. 11, No. 1, p. 11.

³ HORSKÁ, E. et al.: *Európsky spotrebiteľ a spotrebiteľské správanie*. Nitra : Slovenská poľnohospodárska univerzita, 2009, p. 38.

⁴ KRÁL, M.: Environmentálna identita, environmentálne postoje a environmentálne zodpovedné správanie slovenských vysokoškolákov. In ROŠKOVÁ, E. (ed.): *Psychograf*. Bratislava : Psychograf, 2014, p. 294.

⁵ HORSKÁ, E. et al.: *Európsky spotrebiteľ a spotrebiteľské správanie*. Nitra : Slovenská poľnohospodárska univerzita, 2009, p. 38.

Drive for environmental responsibility is related to consumers' personal commitment towards environmental protection issues and their individual-level activities intended to improve the quality of the environment. Realizing the adverse impact of environment on human and other living-beings, consumers understand their individual responsibilities towards environmental protection. Their environmental concern, compassion and belief in the existence of environmental problems at individual level lead them to behave environmentally friendly and they shift their purchase patterns towards green products⁶Purchasing of environmental products is associated with a certain compromise that must be accepted by the consumer when purchasing. The most significant barriers include a higher price, a lower level of technical execution, and lower availability of products.⁷ Eckhardt et al.⁸ found out that among the reasons which hinder consumers implement responsible consumption include economic rationality. Economic rationalization focuses on consumers wanting to get the most value for their money, regardless of their ethical beliefs. The lack of availability, a narrow product range, higher prices and lower quality of ecological brands as reasons for a lack of green consumption.⁹ Pickett-Baker and Ozaki¹⁰ found that consumers cannot easily identify greener products. Other significant barriers are skepticism and lack of information.¹¹ Nevertheless, attention needs to be paid to more important things such as environmental protection.

Care for environment and environmental behaviour converges consumers in the area of pro-environment behaviour. This finding is useful for marketers as they are supposed to segment their market according to the level of pro-environmental purchase behaviour before positioning their green product offerings and targeting the green consumer segments.¹² Promotion, particularly tools as an advertising and PR, offers a good opportunity to raise environmental awareness among all consumers, and help to change public attitudes. Company should clearly explain the environmental information about the product, make customer fully aware and engaged.¹³ Pinkse and Dommisse¹⁴ indicated that there should be increasingly communicated advantages of green products and clean technologies by potential buyers to create market demand. In this direction, we have also studied our research, which we will get closer to the next chapter.

⁶ KUMAR, P., GHODESWAR, B. M.: Factors Affecting Consumers' Green Product Purchase Decisions. In *Marketing Intelligence & Planning*, 2015, Vol. 33, No. 3, p. 333.

⁷ MUSOVÁ, Z.: *Spoločenská zodpovednosť v marketingovej praxi podnikov*. Banská Bystrica : Ekonomická fakulta UMB, 2013, p. 157.

⁸ ECKHARDT, G. M., BELK, R., DEVINNEY, T. M.: Why Don't Consumers Consume Ethically?. In *Journal of Consumer Behaviour*, 2010, Vol. 9, No. 6, p. 426.

⁹ BARBAROSSA, C., PASTORE, A.: Why Environmentally Conscious Consumers Do Not Purchase Green Products: A Cognitive Mapping Approach. In *Qualitative Market Research*, 2015, Vol. 18, No. 2, p. 190.

¹⁰ PICKETT-BAKER, J., OZAKI, R.: Pro-Environmental Products: Marketing Influence on Consumer Purchase Decision. In *Journal of Consumer Marketing*, 2008, Vol. 25, No. 5, p. 289.

¹¹ BARBAROSSA, C., PASTORE, A.: Why Environmentally Conscious Consumers Do Not Purchase Green Products: A Cognitive Mapping Approach. In *Qualitative Market Research*, 2015, Vol. 18, No. 2, p. 191.

¹² TRIVEDI, R., PADEL, J. D., SAVALIA, J. R.: Pro-Environmental Behaviour, Locus of Control and Willingness to Pay for Environmental Friendly Products. In *Marketing Intelligence & Planning*, 2015, Vol. 33, No. 1, p. 69.

¹³ NADANYIOVA, M., KICOVA, E., RYPAKOVA, M.: Green Marketing And Its Exploitation in Slovak Companies. In *Procedia Economics and Finance*, 2015, Vol. 26, p. 225.

¹⁴ PINKSE, J., DOMMISSE, M.: Overcoming Barriers to Sustainability: An Explanation of Residential Builders' Reluctance to Adopt Clean Technologies. In *Business Strategy and the Environment*, 2009, Vol. 18, No. 8, p. 515.

2 Aim and Methology

The subject of our survey is environmentally responsible behavior of consumers. We searched consumers about whether they behave in environmentally responsible way and in which areas they conduct this behavior and if so what are the motives and barriers associated with this activity. In connection with the subject of environmental consumer behavior, we set the following objectives:

- To explore environmental attitudes of consumers.
- To identify the motives and barriers associated with environmentally responsible consumer behavior.
- To identify factors (including environmental) that affect purchase behavior of consumers.
- To propose measures to improve the current situation in environment.

The sources of information we used to write the post were secondary and primary. Based on the study of these secondary sources, we have gained insight into the issue and we have developed the theoretical background that helped us with the primary investigation. Primary data were obtained through the implementation of the questionnaire survey. This questionnaire survey was conducted in the period from 14 November 2017 to 07 December 2017. Altogether 434 respondents took part. For a more detailed respondents structure, see Chart 1.

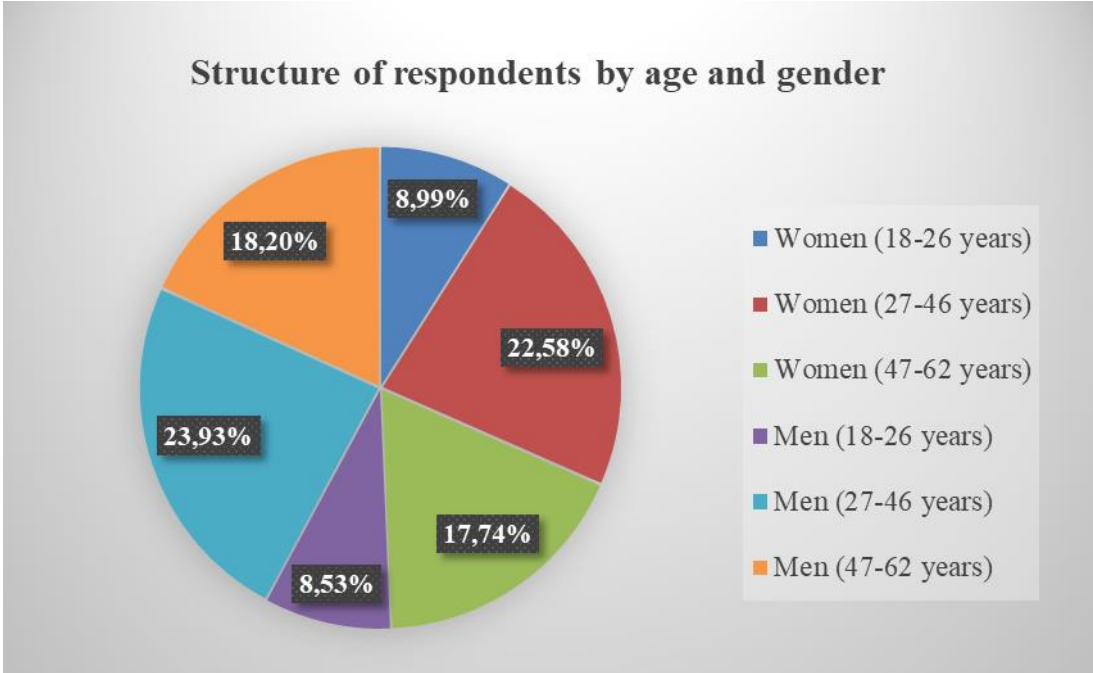


Chart 1: Structure of respondents by age and gender
Source: Own processing based on the results of the survey

The content of the questionnaire consisted of identifying interest in environmental issues, environmental responsibility, and purchase behavior. In the following section, we describe the implementation of the questionnaire survey with a more detailed description.

3 Results and Discussion

First part of questionnaire was dedicated to find out the interest about environmental questions and reflect of environmental responsibility. We were finding out the degree of consumer's consensus with the claims submitted (Table 1). These statements suggested different respondents' attitudes towards environmental issues (both positive and negative). The first statement was whether people were considered an environmentally responsible person. 70% of the respondents answered positively and only 8,99% of respondents were negative. Furthermore, we found that for more than half (54.23%) of consumers it is important that the products they buy should harm the environment as little as possible. We positively perceive that the overwhelming majority of consumers (59.68%) are trying to motivate other family members, friends to behave environmentally responsible. Up to 73.96% disagreed with the statement "Environmental concerns do not interest me at all". Overall, 87% of Europeans think that they can play a role in protecting the environment in their countries.¹⁵

Table 1: Environmental attitudes of consumers to selected claims

Environmental attitudes of consumers to selected claims	%				
	I totally agree	I rather agree	Neither agree nor disagree	I rather disagree	I totally disagree
I consider myself an environmentally responsible person.	18,43	50,46	22,81	7,37	0,92
I try to make my environmentally-friendly behavior contribute to preserving the environment for future generations.	28,80	49,08	16,36	5,07	0,69
It is important for me that the products I buy / use are the least harmful to the environment.	16,36	36,87	31,34	13,36	2,07
I also encourage other family members, friends to behave environmentally responsible.	17,97	41,71	18,20	13,82	8,29
Environmental education in our country is sufficient.	1,61	10,37	24,19	43,09	20,74
I do not care about environmental issues.	2,76	7,37	15,90	23,50	50,46

Source: Own processing based on the results of the survey

In the next question, we asked consumers what motivates them for environmentally responsible behavior. Respondents could multiple choice response options, but no more than four. We have found that consumers are most motivated to preserve nature for future generations (323 respondents) and to be an example of their children (298 respondents). We see these results positively, and we think consumers are becoming more aware and mindful. We can say that only a very small number of respondents

¹⁵*Attitudes of Europeans Citizens Towards to the Environment*. [online]. [2018-04-25]. Available at: <http://ec.europa.eu/environment/pdf/ebs_365_en.pdf>.

mentioned environmental issues that they do not motivate anything (32 respondents) to environmentally responsible behavior. We found that, for all the most important motives, the predominance of women over men. In the following Chart 2, there is an overview of all the motives for environmentally responsible behavior that respondents could choose to express by gender.

The motives of environmentally responsible behavior by gender

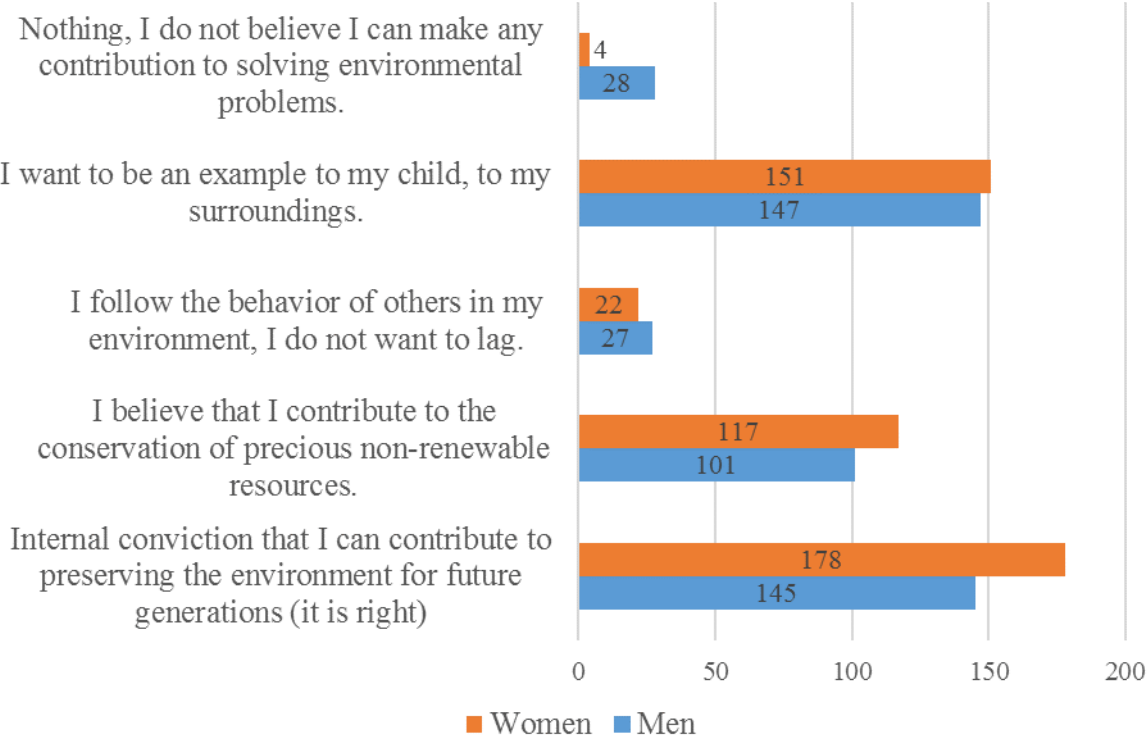


Chart 2: The motives of environmentally responsible behavior by gender
 Source: Own processing based on the results of the survey

The next question was to find out what factors that prevent consumers from engaging in environmentally responsible behavior. Respondents could identify multiple options, but no more than four. The most significant obstacle in our respondents' opinion was the lack of money (282 respondents). One reason may be the fact that more than one third of our respondents have incomes below € 600. Such revenue is below average and may negatively affect, for example, the purchase of environmental products due to their higher price compared to competing "non-environmental" products. Other significant barriers were the distrust of subjects with whom one should cooperate (191 respondents) and lack of time to carry out these activities (182 respondents). The least serious barriers is the lack of internal motivation (81 respondents). More detailed information on the barriers associated with environmentally responsible behaviors, expressed by gender, is given in Chart 3.

Barriers to environmentally responsible behavior by gender

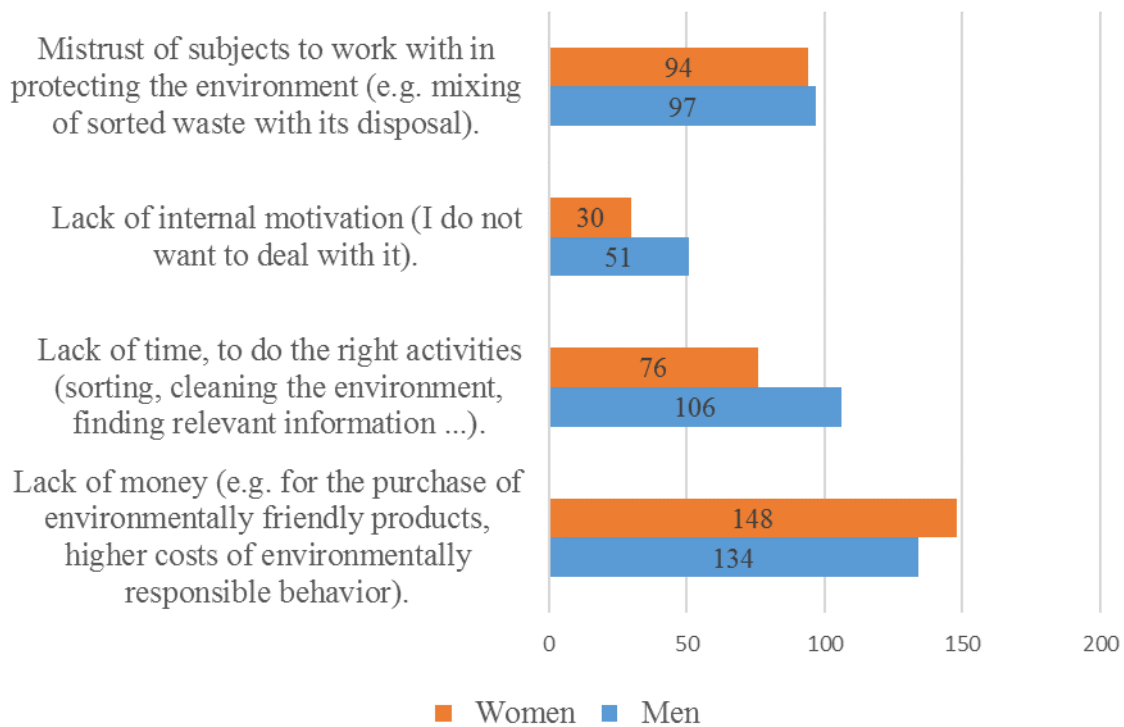


Chart 3: Barriers to environmentally responsible behaviour by gender
 Source: Own processing based on the results of the survey

Regarding on the findings, we present recommendation to improve environmentally responsible behavior in the following section.

4 Recommendation To Improve Environmentally Responsible Behavior

However the current market situation is very variable, it is necessary to look for solutions to succeed in a competitive environment while not damaging the environment. This situation is reflected by consumers too. We recommend to improve following situation:

- to increase consumer interest in environmentally responsible behavior;
 - to by "more visible" environmental campaigns for businesses,
 - to by less confusing and misleading information,
 - to increasing interest in purchasing products of the given enterprise,
 - to improving trust and competitive position.
- to improve environmental education;
- to recognize the need to protect the environment and the realize environmentally responsible behavior;
 - to engaging in various activities (environmental cleaning), waste separation,
 - to the purchase of environmentally acceptable products,
 - to change of mind.

There are many opportunities and solutions to improve the current situation. It is only up to us whether we want to make some changes not only for us, but also for the whole society, or just to take no notice of it.

Conclusion

Finally, we can say that the market is interested in environmental issues. We have found that important concepts include an inner conviction, to be an example of our children and family and our belief in the protection of natural resources. At the same time, we are aware that the consumer is often confused with a large supply of products that are difficult to distinguish. The media and the whole society is full of information, but they are very deceiving and misleading. These circumstances lead the consumer to a skeptical attitude that affects his next action. Consequently, his next action is influenced by a negative experience he is spreading and is very difficult to correct. Other barriers include lack of information, lack of money and mistrust.

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HUMAN CAPITAL AND ITS EFFICIENCY WITHIN THE CONTEXT OF MARKETING COMMUNICATION OF AN ENTERPRISE

Martin Mičiak

Abstract

This paper describes the issues of human capital and its management with the focus on efficiency. It also examines the importance of human capital within the specific context of marketing communication and the employees designing it. This profession is a highly qualified mental work requiring a great amount of creativity as well as a broad range of knowledge from diverse fields. There is a close connection between these two topics and even a similarity of their objectives. Marketing and marketing communication strives for acquiring new customers, making them loyal and satisfied. Human capital management helps the human resource departments to attract talented people, make them loyal and satisfied. Moreover, if this is done in an efficient way, the enterprises will increase their performance and strengthen their market position.

Key words:

Efficiency. Human capital. Human capital management. Knowledge. Marketing communication. Skills.

1 Introduction

Human capital is connected to the qualitative aspect of human work. This issue is especially significant within the context of knowledge-intensive industries and professions. For the mental work, work that requires a higher qualification, work that creates more value added or plays an important part in the value creation, there is also a more significant need to acquire a broad spectrum of soft skills, supporting the core, job-oriented competences or technical knowledge. Professions of marketing and marketing communication specialists require a diverse structure combining both mentioned groups. Plus, these components of human capital need to be enhanced and extended because of the many trends and changes from the market environment. This paper begins with the description of fundamental parts of the human capital topic, presents the specifics of human capital management with the emphasis on efficiency, and shows the intersection of these issues with the success of marketing communication activities.

2 The Substance of Human Capital

Human capital has many definitions. For example, OECD defines it as: “the knowledge, skills, competencies and attributes embodied in individuals that facilitate the creation of personal, social and economic well-being.”¹ Mayo in his description of human capital and its value focuses on the capability of people consisting of their knowledge, skills, experience, contacts, behaviours, and qualities.² According to Bontis et al., it represents “the combined intelligence, skills and expertise that gives the organisation its distinctive character.”³ They add that people are those able to learn and innovate, and they provide

¹ *OECD Insights: Human Capital – The Value of People*. [online]. [2018-04-15]. Available at: <<https://www.oecd.org/insights/humancapital-thevalueofpeople.htm>>.

² MAYO, A.: *Human Resources or Human Capital? Managing People as Assets*. Surrey : Gower Publishing, 2012, p. 39.

³ BONTIS, N. et al.: *The Knowledge Toolbox: A Review of Tools Available to Measure and Manage Intangible Resources*. In *European Management Journal*, 1999, Vol. 17, No. 4, p. 393.

the creativity which needs to be properly motivated to ensure that the organisation prospers continuously. Two fundamental parts of human capital are described by Mazouch and Fisher⁴ as basic and wider human capital. The basic human capital represents only the productive skills and knowledge that can be directly used in a specific job. Wider human capital is created by the potential of people to further develop and deploy their skills, abilities and knowledge. This broader part of human capital is the one of still rising importance in the knowledge-intensive nature of many professions in the current economy. These two parts of human capital are affected by various factors including the congenital abilities, factors from family and social environment, and factors pertaining various forms of educational process.

3 Investment in Human Capital

The need for enterprises to invest in human capital of their employees has several reasons. Even though the employers perform thorough selection processes when hiring new employees, the structure and level of their skills, knowledge and experience do not necessarily fully fit what is desirable. This is the result of conditions on the labour market where the new employees possessing the human capital are sought, and it is also the result of the education system in the country affecting the breadth and depth of human capital of graduates. A great portion of other affecting factors is based in the changes of internal and external environment. An important internal factor is represented, e.g., by the corporate culture. "Corporate culture, as a set of opinions, value systems and behaviour standards, is unique for each organisation and represents specific character of its functions. It is apparent in behaviour, mutual interaction, self-understanding and understanding of surroundings. Knowledge of particular levels and basic elements is an essential factor for getting familiarized with this many-sided phenomenon."⁵ A significant external factor that influenced the willingness of enterprises to invest in human capital was the economic crisis.⁶ The approach of enterprises to their employees during the crisis then led back to the revaluation of employees' motivation for delivering higher performance with higher quality,⁷ or of the satisfaction of employees in the place of work.⁸

The pace of changes in the outer environment is extremely fast nowadays, especially within the context of marketing communication, as it will be further described later. The substantial changes in the internal environment of enterprises arise from promotions, redeployment, but also from the turnover of employees. The activity of investing in human capital is the use of funds and other resources in the present while expecting to gain financial and other revenues in the future periods. It is not about satisfying the current

⁴ MAZOUCH, P., FISCHER, J.: *Human Capital – Measurement, Context, Forecasts*. Prague : C. H. Beck, 2011, p. 2.

⁵ HITKA, M. et al.: Corporate Culture as a Tool for Competitiveness Improvement. In SUJOVA, A., KRAJCIROVA, L. (eds.): *International Scientific Conference: Business Economics and Management (BEM2015). Conference Proceedings*. Ephesus : Academic World Education & Research Centre, 2015, p. 29.

⁶ HITKA, M., SIROTIKOVÁ, M.: The Impact of Economic Crisis on the Change in Motivation of Furniture Company Employees – Case Study. In *Drevno*, 2011, Vol. 54, No. 185, p. 121.

⁷ HITKA, M. et al.: Impact of Economic Crisis on Changes in Motivation of Employees in Woodworking Industry. In *Drvna Industrija*, 2014, Vol. 65, No. 1, p. 23.

⁸ LORINCOVÁ, S. et al.: Employee Job Satisfaction in Furniture Manufacturing Companies in the Slovak Republic. In *Drvna Industrija*, 2016, Vol. 67, No. 4, p. 355.

needs. All costs related to extending the range of human capital and to the increasing of its efficiency, but also related to making it operational for longer time, can be considered as investment in human capital. These can be one-time or long-term activities, but the results always show later in time, as it is described by Vodák and Kucharčíková.⁹ The authors state that these investments can be categorized as:

- Costs spent on the strengthening and increase of abilities, skills, knowledge, and on the desirable change of attitudes,
- Costs spent on the improvement of working conditions (including the purchase of modern protective equipment or improving the ergonomics),
- Costs spent on the maintaining of the employees' good health (e.g. medical check-ups and recreation).

Echols adds here that: "Development of human capital is in fact a multi-year proposition even though it is most often accounted for as a single period cost."¹⁰ From a complex point of view on the investment in human capital, it is needed to take into account that many of such investment activities do not have a direct, immediate financial nature. The investment in human capital can be performed, for instance, as the mentoring of subordinates and co-workers, or it can be time dedicated for workers to engage in self-education and participation in various modern on-line forms of education. The investments enhance the possibilities of people to find employment in the labour market in the future.¹¹ Such costs groups can be indirectly quantified in the form of pay that the employees are given during the time they dedicate to their development. Or they can be seen as the work that could have been done instead in the same time. Hence it is so important to reveal the connections between the human capital utilised, the investment in its development, and the outcomes that the enterprise achieves in the longer term. The strategic nature of these issues is entrenched in the fact that when an enterprise strives to meet its future goals, it needs to be able to assess its present capabilities (represented by the human capital available), how they are being used (the efficiency), and what investments are needed.

4 Efficiency of Human Capital

Assessing the efficiency within the human capital management consists of the process of examining the efficiency of human capital's utilisation and the efficiency of funds used as investment in it. Human capital efficiency process is being strongly influenced, e.g., by the quality and efficiency of the recruitment process.¹² The aspect of efficiency is worth monitoring because of ensuring a higher productivity,¹³ or because of studying the impact

⁹ VODÁK, J., KUCHARČÍKOVÁ, A.: *Efektivní vzdělávání zaměstnanců*. Prague : Grada Publishing, 2011, p. 56.

¹⁰ ECHOLS, M.: *Roi on Human Capital Investment*. Lincoln : iUniverse, 2005, p. 14.

¹¹ LIŽBETINOVÁ, L.: Attitude College Students in the South Bohemian Region to Opportunities of Increasing Employability in the Labour Market. In KLIMOVA, V., ZITEK, V. (eds.): *20th International Colloquium on Regional Sciences. Conference Proceedings*. Kurdejov : Masaryk University, 2017, p. 298.

¹² LORINCOVÁ, S.: The Improvement of the Effectiveness in the Recruitment Process in the Slovak Public Administration. In SUJOVÁ, A., KRAJČÍROVÁ, L. (eds.): *International Scientific Conference: Business Economics and Management (BEM2015). Conference Proceedings*. Ephesus : Academic World Education & Research Centre, 2015, p. 384.

¹³ CHODASOVÁ, Z. et al.: Impact Analysis of Production Factors on the Productivity Enterprise. In SLÁVIČKOVÁ, P., TOMČÍK, J. (eds.): *International Scientific Conference on Knowledge for Market Use – Women*

of economic policy tools on the investment decision making in enterprises.¹⁴ This applies also for various organizations operating, for example, in the field of university education,^{15,16} or also for transport enterprises.¹⁷ In general, the efficiency is assessed as the ratio of outputs and inputs needed for generating these outputs. The problematic part is mainly the effort of finding a suitable measure that would represent the value of human capital. Despite that, several metrics can be found in literature that were intended to be used for assessing the efficiency of human capital's utilisation as well as of investment in it. The first group of metrics consists of those that shall quantify the value of human capital and subsequently the efficiency with which the enterprise is able to utilise it in the business activities. Here belong the Human Capital Cost Factor, Human Capital Efficiency, Human Economic Value Added, and Human Capital Market Value.^{18,19}

For the assessment of efficiency of the investment in human capital, the traditional return on investment (ROI) method is adapted differently by various authors.^{20,21,22} The difference lies especially in what is being understood as the investment in human capital. In some formulas, it is represented by cost of one specific activity aiming at the increase of human capital available for the enterprise. In other formulas, the investment in human capital is represented by remuneration of employees or by the total costs dedicated to this asset. There are several points that need to be kept in mind in relation to these metrics. They were created for the overall assessment at the enterprise-wide level. Therefore, they must be rather general which can cause that not enough attention is paid to substantial components that are not common for all employees. In this case, these are the specific attributes of marketers' human capital that are essential for their work. And when these unique components are not addressed, the enterprise cannot assess whether they are developed to the extent needed to perform the activities planned in its strategy for the next period. The enterprise-wide metrics can serve for monitoring the overall trend in connection with people and their performance. This information can also be compared with the important competitors on the market, since they can be often

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¹⁴ MALICHOVÁ, E. et al.: The Influence of Selected Tools of Economic Policy on Managerial Decision Making on Investments. In SOLIMAN, K. S. (ed.): *27th International Business Information Management Association Conference. Conference Proceedings* Milan : IBIMA, 2016, p. 3755.

¹⁵ KUCHARČÍKOVÁ, A. et al.: Human Capital Management – Aspect of the Human Capital Efficiency in University Education. In OZCAN, D. (ed.): *First Global Conference on Contemporary Issues in Education (GLOBE-EDU 2014). Conference Proceedings.* Las Vegas : GLOBE-EDU, 2014, p. 48.

¹⁶ ĎURIŠOVÁ, M. et al.: Assessment of Higher Education Teaching Outcomes (Quality of Higher Education). In IAMAN, A., ESKICUMALI, A. (eds.): *International Conference on New Horizons in Education – INTE. Conference Proceedings.* Paris : TASET, 2015, p. 2497.

¹⁷ KUCHARČÍKOVÁ, A., ĎURIŠOVÁ, M.: Human Capital Efficiency in Transport Enterprise. In OSTASEVICIUS, V. (ed.): *18th International Conference on Transport Means. Conference Proceedings.* Kaunas : University of Technology, 2014, p. 239.

¹⁸ FITZ-ENZ, J.: *The ROI of Human Capital: Measuring the Economic Value of Employee Performance.* New York : Amacom, 2009, p. 44.

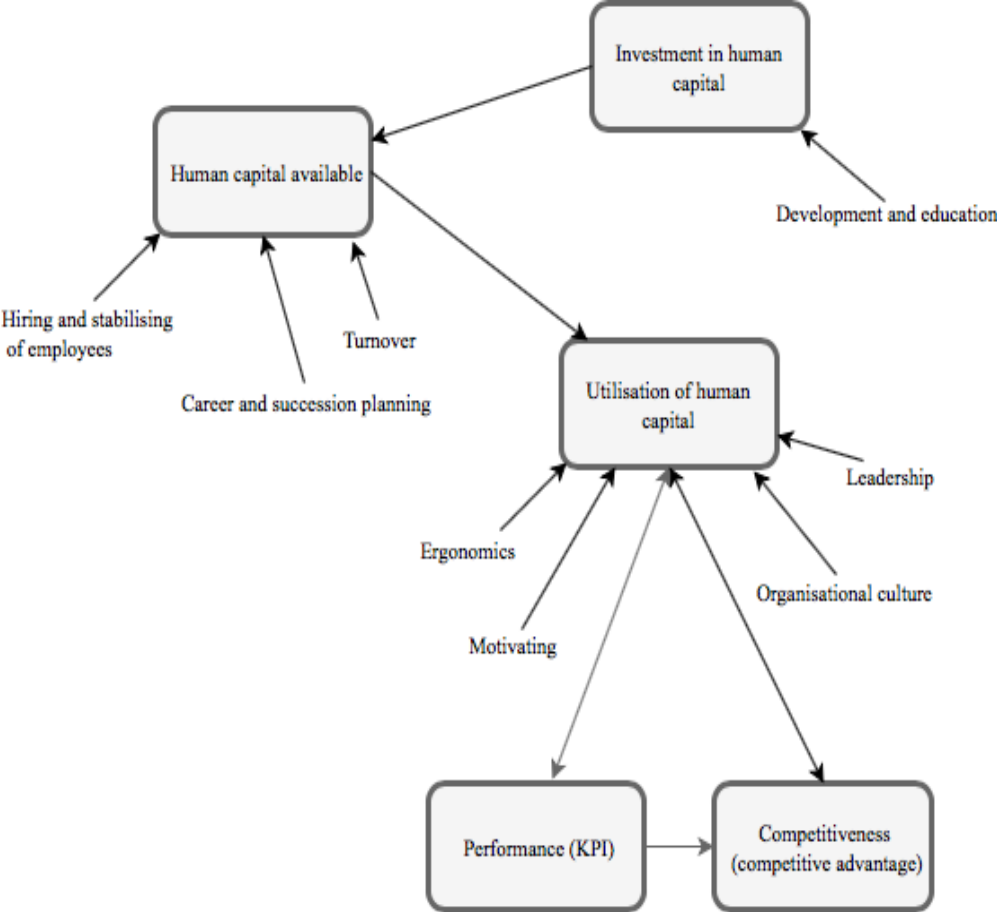
¹⁹ ANDRIENSSSEN, D.: *Making Sense of Intellectual Capital.* New York : Taylor & Francis Ltd, 2011, p. 369.

²⁰ MANKIW, N. G., ROMER, D., WEIL, D. N.: A Contribution to the Empirics of Economic Growth. In *Quarterly Journal of Economics*, 1992, Vol. 107, No. 2, p. 407.

²¹ FITZ-ENZ, J.: *The ROI of Human Capital: Measuring the Economic Value of Employee Performance.* New York : Amacom, 2009, p. 48.

²² EVANS, G.: *ROI: Measuring the Contribution of Human Capital.* [online]. [2018-04-15]. Available at: <http://www.wynfordgroup.com/whats_new/Measuring_the_Contribution_of_Human_Capital.pdf>.

calculated based on items stated in financial statements. However, for the detailed understanding of human capital’s utilisation and of the efficiency of investment in it, more concrete measures are required to be designed by HR specialists within the environment of their enterprises. To do so, not only the relevant components of human capital need to be considered, but the connections to performance indicators need to be revealed as well. This logic is depicted in Picture 1.



Picture 1: The relationship of human capital and enterprise’s performance and competitiveness
 Source: Own processing

The first three blocks represent the issues addressed within the human capital management. They are influenced by numerous factors inside the enterprise while many of them are in fact complex processes of human resource management. Enterprises need to find connections between how they are able to utilise the human capital available for them embodied in people they employ, and measurable aspects of their performance (defined by key performance indicators – KPI). To assess the efficiency of human capital of marketers, especially the group of KPIs oriented on customers is relevant. Here belong the number of new customers, retention and loyalty of customers, and various ways for evaluation of customers’ satisfaction.

4.1 Research Evidence in The Field of Human Capital

There have been various researches performed focusing on the human capital and its efficiency from different perspectives. Some of them are listed in Table 1. Often, the

researchers use the Pulic's VAIC model or its adapted forms where the human capital is studied within the concept of intellectual capital as one of its components. Using this method, they look for the relationship of human capital efficiency and financial results of market value of enterprises. Another approach was chosen by Tavakoli et al.²³ who was studying the perceived priority among individual criteria of human capital management.

Table 1: Overview of the latest research works pertaining the human capital and its efficiency

Authors	Focus, methods, description	Key findings
Sardo F., Serrasqueiro Z. (2017) ²⁴	relationship between intellectual capital (IC), financial performance and market value	each money unit invested in IC increases the ROA by 0.412 money unit
	2,090 enterprises from 14 countries of the Western Europe, period of 2004-2015	each money unit invested in IC increases the market value by 0.414 money unit
	dynamic GMM estimator and the effect of lagged explanatory variables	human capital is a key driver of enterprise's financial performance
	value added intellectual coefficient (VAIC) model	human capital efficiency in the previous period positively influences the current financial performance
Meles A. et al. (2016) ²⁵	effect of intellectual capital on financial performance	efficiency of intellectual capital positively affects the financial performance
	5,749 commercial banks in the United States, period of 2005-2012	human capital efficiency as a component of IC efficiency has greater impact on financial performance than other components
	VAIC model	
Tavakoli M. M. et al. (2016) ²⁶	hybrid analytical network process (ANP) and the data envelopment analysis method (DEA) for the assessment of organizational units	among the criteria of human capital management, the leadership practices (weight of 0.439) and the learning capacity were identified as the most important ones
	the criteria of HCM are the inputs for the proposed DEA model and the organizational commitment represents the output	
	applied for the assessment of 27 organizational units of Foolad Technic International	
	150 questionnaires – managers and experts of the enterprise	

Source: Own processing

²³ TAVAKOLI, M. M., SHIROUYEHZAD, H., DEBASTANI, R.: Proposing a Hybrid Method Based on DEA and ANP for Ranking Organizational Units and Prioritizing Human Capital Management Drivers. In *Journal of Modelling in Management*, 2016, Vol. 11, No. 1, p. 213-239.

²⁴ SARDO, F., SERRASQUEIRO, Z.: A European Empirical Study of the Relationship Between Firms' Intellectual Capital, Financial Performance and Market Value. In *Journal of Intellectual Capital*, 2017, Vol. 18, No. 4, p. 771-788.

²⁵ MELES, A. et al.: The Impact of the Intellectual Capital Efficiency on Commercial Banks Performance: Evidence from the US. In *Journal of Multinational Financial Management*, 2016, Vol. 36, p. 64-74.

²⁶ TAVAKOLI, M. M., SHIROUYEHZAD, H., DEBASTANI, R.: Proposing a Hybrid Method Based on DEA and ANP for Ranking Organizational Units and Prioritizing Human Capital Management Drivers. In *Journal of Modelling in Management*, 2016, Vol. 11, No. 1, p. 213-239.

5 The Connection of Human Capital with Marketing and Marketing Communication

There are plenty factors making it essential for marketing employees to obtain and enhance various skills and knowledge, and thus to continue in building their human capital. One of the sources for the need to continually obtain and develop new knowledge within the context of marketing communication is represented by the differences in various aspects occurring among individual countries and regions. This is, e.g., described by Douglas and Craig who stated that “factors such as customer interests, taste preference, purchasing patterns, and, in particular, price sensitivity differ substantially among countries.”²⁷ The necessity to gain new knowledge pertaining to a specific country follows the strategic decision of the enterprise to enter this new market. The concrete business setting adds another perspective that needs to be considered by marketing professionals, also when designing and implementing the communication activities. Cortez and Johnston analysed the B2B (business-to-business) marketing capabilities in Latin America (represented by Peru, Chile and Mexico) and in the USA. They interviewed 229 senior commercial, sales and marketing executives. They state that: “B2B companies serving a specific country need to continue managing the knowledge generated, adjusting their attention to market evolution.”²⁸ Plus, they also emphasise important learning processes that enterprise need to undertake before expanding to other markets. Also, exploring the capabilities used by companies serving the target market creates the opportunity to benchmark the marketing strategy and to make adjustments if needed. Swani et al. analysed the marketing communication via social media and focused on the differences between the B2B and B2C (business-to-consumer) markets. They state that “managers still struggle with designing popular brand message posts”.²⁹ This underlines the importance of having the appropriate knowledge and skills in this field and the need to further develop them as components of human capital embodied in marketing teams’ members.

There are numerous trends and challenges affecting the range and depth of the knowledge and skills needed to be successful in the work of marketing communication specialists. Among the many, for instance, Fasiang and Gezik³⁰ noted the use of heuristic methods for placement of retail shops to maximise the effect of marketing communication. Van Kerrebroeck et al.³¹ point out the possibilities of mobile Virtual Reality (VR), specifically its vividness effects. Ramón Saura et al.³² add the elements of digital marketing in the form of Search Engine Optimization or Search Engine Marketing. Plus, there are possibilities of

²⁷ DOUGLAS, S. P., CRAIG, C. S.: Convergence and Divergence: Developing a Semiglobal Marketing Strategy. In *Journal of International Marketing*, 2011, Vol. 19, No. 1, p. 86.

²⁸ CORTEZ, R. M., JOHNSTON, W. J.: Needed B2B: Insights from the USA and Emerging Latin America. In *International Business Review*, 2018, Vol. 27, p. 597.

²⁹ SWANI, K. et al.: What Messages to Post? Evaluating the Popularity of Social Media Communications in Business Versus Consumer Markets. In *Industrial Marketing Management*, 2017, Vol. 62, p. 80.

³⁰ FAŠIANG, T., GEŽÍK, P.: Using Heuristic Methods in the Process of Retail Shops Placement in the Context of Marketing Communication Effect Maximisation. In *Communication Today*, 2017, Vol. 8, No. 2, p. 42.

³¹ VAN KERREBROECK, H., BRENGMAN, M., WILLEMS, K.: When Brands Come to Life: Experimental Research on the Vividness Effect of Virtual Reality in Transformational Marketing Communications. In *Virtual Reality*, 2017, Vol. 21, No. 4, p. 177.

³² RAMÓN SAURA, J., PALOS-SÁNCHEZ, P. R., LOPEZ, J. J.: The Digital Marketing Environment through Search Engine Optimization and Web Metrics. In ISAIAS, P. et al. (eds.): *WWW/Internet 2017 and Applied Computing 2017. Conference Proceedings*. Algarve : IADIS, 2017, p. 308.

using a pay-per-click advertising. The abundance of techniques and options that can be used to improve the marketing communication generates a huge amount of new knowledge for the employees to acquire. The challenges in the marketing communication in the present environment are “new media, shifting media patterns, and divided consumer attention”.³³ In connection to the soft skills, Hutchins and Rodriguez³⁴ analysed the possible role of emotional intelligence (EI) in the branding process. Emotional intelligence here represents a group skill that can be learned and enhanced through targeted activities. The attention paid to this component brings results when marketers use it within the content marketing to create more value for the enterprise. According to the authors, the EI is an essential behavioural asset and its utilisation is a viable way for increasing the brand equity. Finally, Brenner sees the connection between the marketing area and human capital also in this dimension: “employees represent the greatest opportunity to create meaningful marketing and to develop Human Resources programs that increase sales, while also finding and retaining top talent.”³⁵ According to him, the HR departments create campaigns to grow employer awareness, to build the employer brand, and to retain top talent. Similar objectives are found in marketing, only there they are related to customers. Brenner adds that the content marketing is one of the most topical trends in marketing, and marketers are learning how to work like publishers and how to create interesting, entertaining, or helpful content that customers want to share.

Conclusion

The aim of this article was to present the topic of human capital, its management (with the focus on the aspect of efficiency), and the importance of dealing with these issues in relation to a specific group of employees – marketing and marketing communication specialists. The research works performed bring at least the indication of the fact that higher efficiency of human capital has positive impacts on the performance of enterprises. Even though the methods and metrics used were rather general, mainly to enable processing of the data available in the financial statements, it is a precondition for designing new, more detailed ways for the assessment of human capital’s utilisation and for the assessment of the investment in it. For marketing specialists, the human capital is of a vital importance. There are many specific aspects and external factors underlining the necessity to continuously develop the its components. And this development must be based on the comparing of the current structure and level of human capital with the goals the enterprise wants to achieve. This is not just about a broad spectrum of knowledge (coming from the trends, challenges, and new possibilities for marketing campaigns), but it also includes the development of soft skills, such as emotional intelligence. Therefore, it is needed to think about what tools to create and apply for the assessment of this specific human capital, investments in it, and what shall best represent the performance for examining the links in between. Then, such efforts will contribute to sustainable success and fulfilment of business goals.

³³ BARTA, R., KELLER, K. L.: Integrating Marketing Communication: New Findings, New Lessons, and New Ideas. In *Journal of Marketing*, 2016, Vol. 80, No. 6, p. 126.

³⁴ HUTCHINS, J., RODRIGUEZ, D. X.: The Soft Side of Branding: Leveraging Emotional Intelligence. In *Journal of Business and Industrial Marketing*, 2018, Vol. 33, No. 1, p. 117-125.

³⁵ BRENNER, M.: *Why HR Is the New Marketing*. Released on the 27th of March 2017. [online]. [2018-04-15]. Available at: <<https://business.linkedin.com/marketing-solutions/blog/content-marketing-thought-leaders/2017/why-hr-is-the-new-marketing>>.

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KEY ELEMENTS SUPPORTING MANAGERIAL DECISION MAKING IN MOTIVATING EMPLOYEES

Kristína Poláčková – Martina Blašková

Abstract

Decisions of managers but also of employees in organizations are an important drive of the motivation as well the process of motivating oneself and others. Decision making is influenced by change of situational factors on the one hand, however, this one calls up and brings new changes on the other hand. In other words: the decision making affects the motivation. Based on this premise, the paper focuses on the key elements that directly influence the decision making of manager in the process of motivate employees. The key elements, which we have devoted an attention to, are especially the personality and charisma of a manager that is reflected in the applied leadership style, the use of mental models in decision-making, the manager's style of communication with his or her employees which the build of trust is closely linked with. Further elements that make a big impact are emotional, social and personal factors and the use of a database of ineffective decisions. We have searched these elements through a questionnaire survey on a sample of 2,626 Slovak employees and managers and supported this research by the views of world experts in the area under review. By confirming the correlations that we examined, we can encourage to managers in Slovak companies to focus on selected key elements to strengthen their own motivation and motivation of employees through an improved managerial decision-making.

Key words:

Communication. Decision Making. Decision making in motivating. Employees. Charisma. Motivating. Motivation. Personality. Trust.

1 Introduction

Decisions of, not only managers but employees in organizations as well, are *important factor of motivation and motivating*. Decision making brings changes and those are necessary for variety of motivation. In general, mostly senior employees, are actively creating common awareness and inspirational atmosphere in the organization because their attitudes are being followed by employees, whom are deriving what they do and do not care about. If a manager cares about something, so the employee has to also. However it also applies the other way around. If a manager does not think that something is important, the employee is not doing it either, because it is not required of him. This fact is based and derived from Vedic psychology, which is based on the finding of gradual model of psychology development. The view of the world, human's reactions and thinking in general, gradually change with the adolescence. Each higher degree of growth means a wider view of life and everyday connections. This is similar in the organization after accepting a new employee. New employee gets to know the environment of the organization, and that is nurturing him and forming him with established rules and approaches. Therefore it is important that the organization has rooted motivating based on such decisions, so it provides sufficient value for the employee and the organization.¹

Decision making and motivation. These are two different concepts, which are oriented (content wise) for relatively different purposes of impact, not only in organization. In certain point/situation, however, these two concepts combine and create mutually active

¹ For more information, see: ALEXY, J.: *Manažment znalostí a organizačné správanie*. Bratislava : Ekonóm, 2011.

entity, where one element cannot function without the other.² Decision-making and motivation are *interdependent, interlinked and they are mutually affecting (influencing) each other*. Decision-making is a process that affects the external and internal motivations of the decision maker. On the other hand, motivation also has an impact on the final wording, content and reach of the decision. Because decision making is about choosing the best option out of possible variants, and the most important thing in motivating employees is to choose the most suitable motivational approaches, tools, events, and measures so that the motivation increases, the both process are being interlinked.

2 Managerial Decision Making in Motivating and Key Elements

The design elements of an effective decision-making process in motivation consist of the steps of decision-making process, motivation and specific decision-making methods. However, it consist also of several further important elements. They can be attributed to *personality, charisma, communication style, mental models, efficient use of keys, recursion of positive elements, database of ineffective decisions, observation of trends of change of character and behavior, capturing the influence of the external environment and influence of emotional, social and personality factors*. We searched managerial decision-making in motivating and its key components by examining opinions of world (renowned) authors and by sociological inquiry through a questionnaire survey of 2,626 Slovak employees and managers. The questionnaire is focused on numerous areas that are closely related to, and influence, the decision-making in motivation. It is these following areas: awareness of organizational goals and objectives, applied leadership style, appraisal, remuneration, communication with superiors and collaborators, working environment, level of motivation towards various factors, self-motivation, motivation tools (efficiency, application, influence of time).

2.1 Personality and Charisma

Charisma is almost indefinable, as if only a hypothetical, imaginative characteristics or competence that approaches and attracts others to the person. It is a certain fluid that motivates others to follow a charismatic personality, share with the charismatic all positive and negative feelings and attitudes, and move together the dreams into the reality.³ It is a symbolic influence rooted in values and emotions. The results of six studies by John Antonakis' research team have confirmed the positive and very effective impact of charisma and charismatic leadership tactics (personality) of managers towards employees. This charismatic leadership tactics is mainly applied by the right communication style and expression. In one of their studies,⁴ the authors proved that the performance of employees is significantly increased by both bonuses and charisma, while charismatic tactics and their effects were statistically very similar (Chart 1). However, charisma significantly reduced production costs. This means that the same effect has been achieved, but without financial costs.

² BLAŠKOVÁ, M., BÍZIK, M., JANKAL, R.: Model of Decision Making in Motivating Employees and Managers. In *Inzinerine Ekonomika-Engineering Economics*, 2001, Vol. 26, No. 5, p. 517-529.

³ BLAŠKOVÁ, M., BLAŠKO, R., POLÁČKOVÁ, K.: Charisma and Empathy of University Managers and Teachers. In TEAM OF AUTHORS: *Reproduction of Human Capital*. Žilina : University of Žilina, 2017, p. 57-66.

⁴ ANTONAKIS, J., FENLEY, M., LIECHTI, S.: Can Charisma Be Taught? Tests of Two Interventions. In *Academy of Management Learning & Education*, 2011, Vol. 10, No. 3, p. 374-396.

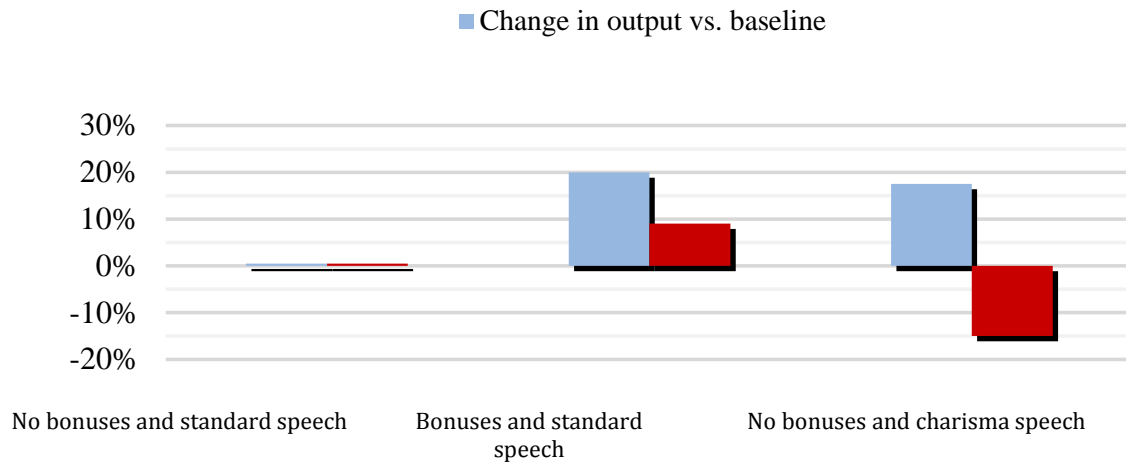
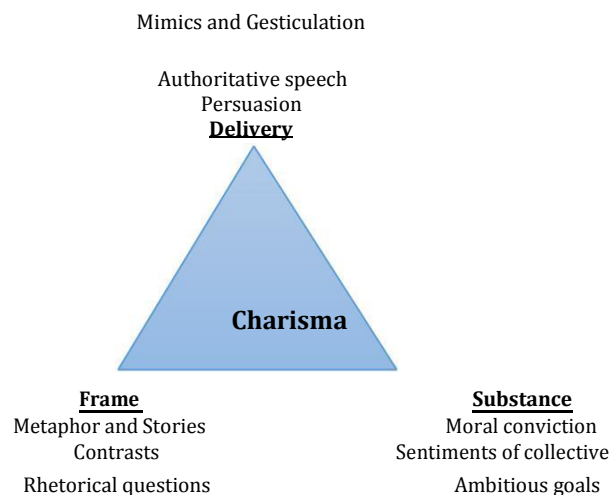


Chart 1: Influence of bonuses and charisma on the working group performance

Source: ANTONAKIS, J. et al.: Working paper. In *Lecture of John Antonakis*. Lausanne : TEDx Lausanne, 2015, p. 44.

According to other study of Antonakis' research team, such a charismatic tactics can be achieved by combining three dimensions: frame, substance and delivery (Picture 1). Frame can be understood as an approach, where manager shares his vision with his employees through communication methods that approximate the goal (that he wants them to achieve) to his employees in a way, so they can understand and become familiar with it as much as possible, as if it was their own goal. The second dimension is a giving of reasoning that will express feelings of the entire team and will provide employees a sense of trust in organizational goals. The third dimension is so called delivery. It is a way of communication (communication style), based mainly on correct use of the mime, the gesture and the tone of the voice.⁵



Picture 1 : Three dimensions of charismatic tactics

Source: ANTONAKIS, J., FENLEY, M., LIECHTI, S.: Learning Charisma. Transform Yourself Into the Person Others Want to Follow. In *Harvard Business Review*, 2012, Vol. 90, No. 6, p. 127-130.

This research team tested not only whether the charismatic leadership had an effect on employees' performance or not, but also tested whether it is possible to teach managers

⁵ ANTONAKIS, J., FENLEY, M., LIECHTI, S.: Can Charisma Be Taught? Tests of Two Interventions. In *Academy of Management Learning & Education*, 2011, Vol. 10, No. 3, p. 374-396.

to behave more charismatically towards their employees. Testing was carried out in a form of three-month long experiment with middle-level managers, whom they gradually taught and trained in usage of tools for application of charismatic tactics. At the beginning and at the end of the experiment, independent assessors (n = 135) evaluated their speech. The results of the study showed that training had significant effects on the assessment of leadership charisma (mean D = 0.62) and that the charisma had a significant impact on the evaluation of the typical profile of the leader and his development.⁶

2.1.1 Result of Our Survey

In our survey (N = 2,626 respondents), chi quadrante test was calculated in order to determine the relation between *motivating and creative leadership*. Chi quadrante test indicates the dependence between these processes. We put a question aimed on creation of motivating programs (because exactly these programs are indispensable part of the motivation process), into a comparison with a question aimed on leadership style, *where we can think about creative leadership in participatory style (the superior creates space for self-realization, co-decision making, responsibility and motivation of employees)*. Table 1 contains managers' and employees' views of what **leadership style** is applied in the organization. It can be seen from the results that most managers (78.18%) consider their impact on employees and their leadership to be participatory, what however is not how employees perceive it. Many more employees perceive the style of leadership applied to them as neutral and partly authoritative. These results indicate that managers need to become more aware of their behavior towards employees, as well as their impact on employees, as employees perceive this all and assess in their minds.

Table 1: Applied styles of leadership

Style of leadership	Managers		Employees	
	Participative	437	78.18%	1,038
Neutral	88	15.74%	673	32.56%
Authoritative	34	6.08%	356	17.22%

Source: Own processing

Table 2 shows the calculation of the dependence between **motivation and creative leadership** at a significance level of 0.05%. In the calculation we compared the calculated value at degrees of freedom 4 with a table value, which is 9.488. Since the calculated value is significantly higher (191.188), we can consider the strong dependence between these factors. The fact that this correlation is very significant and these two processes are inherently influenced, is also proved by asymptotic significance, which is 0.000.

Table 2: Chi-square test for creative (participative) leadership and motivating

	Value	df	Asymp. Sig. (2-sides)
Pearson Chi-Square	191.188 ^a	4	0.000
Likelihood Ratio	196.129	4	0.000

⁶ ANTONAKIS, J., FENLEY, M., LIECHTI, S.: Can Charisma Be Taught? Tests of Two Interventions. In *Academy of Management Learning & Education*, 2011, Vol. 10, No. 3, p. 374-396.

Linear-by-Linear Association	149.612	1	0.000
<i>Total</i>	<i>2,067</i>		

Source: Own processing

The Table 3 details the confirmed dependence between the selected processes. In creative leadership process, it is clear that applying the participative style of leadership strengthens the reinforcement of motivation process, creation of motivational programs and application of motivational accent.

Table 3: Frequency of characteristics between motivating and participative leadership

Applied style of leadership (view of employees)

		Participative	Neutral	Authoritative	Total
Motivating	Yes	484	196	73	753
	Yes, with their participation	150	43	16	209
	No	404	434	267	1 105
<i>Total</i>		<i>1,038</i>	<i>673</i>	<i>356</i>	<i>2,067</i>

Source: Own processing

2.2 Communication Style

As the previous research proved, the communication style is connected with other important factors in organization. For effective decision making in motivational process, the connection of communication and awareness, motivating and leadership style is much important.⁷ It is this correlation that the managers have to keep in their minds during their decision-making. In focusing on the key competencies of highly qualified senior (managing) staff, the communication competence lies in proper verbal and written communication, effective transmission and sharing of information and ideas with others, and of course, also in active listening with the understanding of others.⁸ The relationship between communication and awareness must be mutual. Employees and managers should communicate with each other in order to be mutually informed about future tasks, goals, expected risks, achieved results and so they can make a better use of them.

⁷ BLAŠKOVÁ, M.: Attributes of Decision Making in Motivating Employees. In *Human Resources Management and Ergonomics*, 2016, Vol. 10, No. 1, p. 23-37.

⁸ BERGER, L. A.: Creating a Talent Management System for Organization Excellence: Connecting the Dots. In BERGER, L. A., BERGER, D. R. (eds.): *The Talent Management Handbook*. New York : McGraw-Hill, 2004, p. 3-21.

2.2.1 Result of Our Survey

Another question in the survey asked respondents, whether they consider the **communication** from their superiors at workplace to be *open or not*. During these calculations we proceeded in the same way as during examining the dependencies between leadership and motivating and between performance appraisal and motivating. For this reason, we will only report aggregate statistics on the relationship between **communication and motivation**. First of all, respondents' answers show that the *managers consider the workplace communication to be more open as do the employees* (42.58% versus 32.66%). In the calculation we further focused on motivating versus communication. When comparing the calculated value (266.209) at degree of freedom 8 with a table value, the dependence between selected processes has been confirmed. Based on this calculation, we can state that our assumption has been confirmed that motivation and communication are mutually influenced and inextricably linked and intertwined. This means that it is not possible to motivate without communication and vice versa, in order for communication to be two-sided, open, friendly and effective, it must be carried out with motivational accent. Similarly to appraising complex work performance, it is possible to see (Table 4) that during motivating employees who are involved in decision-making by themselves, more than half of these people have confirmed that the communication at their workplace is indeed truly open and friendly. Furthermore in the survey, we were considering the connection between **awareness of goals, intentions and problems, and open communication**. We carried out calculation of dependence between these two factors at significance level of 0.05% and degrees of freedom 16, where we compared the calculated value with table value (26.296). Since the calculated value of chi-square is significantly higher (675.809), we can accept the very strong dependence and interrelation between these factors.

Table 4: Frequency of characteristics between motivating and communication

		Communication					
		Yes	Rather yes	Average	Rather no	No	Total
Motivating	Yes	327	316	102	6	2	753
	Yes, with their participation	109	80	20	0	0	209
	No	329	404	310	113	39	1,105
Total		675	800	432	119	41	2,067

Source: Own processing

In Table 5, it can be seen that only if employees and managers are sufficiently informed about all the goals and objectives of the organization, only then they consider the communication to be open and friendly – communication that promotes the motivational atmosphere and environment in the organization.

Table 5: Frequency of characteristics between communication and awareness
Communication

		Yes	Rather yes	Average	Rather no	No	Total
Awareness	Yes	493	289	76	5	10	873
	Rather yes	311	500	183	30	12	1,036
	Average	96	197	181	60	9	543
	Rather no	8	34	48	23	5	118
	No	5	12	15	12	12	56
Total		913	1,032	503	130	48	2,626

Source: Own processing

It is also important to pay close attention to the nature of the feedback. Feedback should be motivating, favorable. According to Barrett, people feel fortunate when they get a positive feedback – when they are praised or recognized by someone they respect.⁹ Feedback should not be hurting, as it could trigger an undesirable response and lead to a decrease in performance, effort, belief in organization, motivation, and willingness to engage in further processes. Moreover, as our previous research has shown, the difference between perceptions of openness of communication from manager point of view and from employee point of view, it is necessary for managers to think of this disproportion when applying their communication style and to tailor the communication efforts accordingly, to produce the expected effect.

2.3 Mental Models

Mental models represent an explanation of the thought process of how something works in the real world. It is the representation of the surrounding world, the relationships between its different parts and the intuitive perception of a man about his own actions and their consequences. Mental models can help shape behavior and set approach to problem solving (similar to personal algorithms) and task execution. Mental models are a basic way of understanding organizational learning. Mental model helps during decision-making, by letting the individual put the specific situation into the model, and to decide based on deduced results. Each mental model is an opportunity to capture what is common to all the different ways in which this possibility can occur.¹⁰ In order for the senior employee to be able to educate, especially in the field of human resource/human potential, he must overcome his mental models, which are deeply rooted in his mind. The manager should overcome the habit of generalizing and let his ideas be subjected to analytical research by others. A very important (fact), is for the manager to not judge and to not make early conclusions.

According to Senge, changing mental models also requires a shift in thinking. If managers are not open towards new ideas, they will not be open towards self-education either. A

⁹ For more information, see: BARRETT, R.: *The Values-Driven Organization*. New York : Routledge, 2014.

¹⁰ JOHNSON-LAIRD, P. N., BYRNE, R.: Conditionals: A Theory of Meaning, Pragmatics, and Inference. In *Psychological Review*, 2002, Vol. 109, No. 4, p. 646-678.

shift in thinking means that it is necessary to see the causes, and also the effects of actions, and that the manager himself is a part of the feedback system. This means that he himself affects its functioning.¹¹ Charlie Munger,¹² Elon Musk,¹³ and many others state that for effective decision-making, the individual needs to have a collection or a grid of models in his/her head (*mind*). Trying to remember all the facts is not a winning strategy. Creating a grid of models is based on the interconnection of facts, theories and disciplines, because the whole wisdom of the world is not only in one academic sector. Correct creation of grid of mental models occurs when individual ideas begin to compete with each other. Allowing ideas to compete with each other for superiority is a sign of good and creative thinking. Creation of mental models' grid is a very challenging managerial work, however on the other hand it is very effective and it can be seen from practice that the most successful managers in successful organizations are working based on this principle. Building a grid is a long-term project that managers develop during their entire managerial practice. If managers will stick to this theory and will not make decisions based only on generalizations, they will increase their ability to understand reality, people around them and make good decisions.

2.4 Trust

All employees are involved in building of the trust in the organization, but a special role in this process should be assigned to the manager. An analysis of literature on trust in the organization leads to the conclusion that people in trust-based organizations are more likely to communicate with one another, better co-operate, believe in the organization's vision of the future, see management competent in leading the company, believe that their superiors are reliable, they behave with integrity and treat them fairly in area of human resource management, they are involved in common decision-making activities, they are creative, they are looking forward to work, they are willing to help each other and they are proud of what they can do with their work.^{14,15,16,17} All these benefits contribute to organization's competitiveness. Many events in the organization build trust, however on the other hand they can also quickly destroy it. The process of restoring the trust is long-term and success is not guaranteed. In order for managers to gain trust, they should know how to apologize, take responsibility for the situation, and act in accordance with the values and standards of the organization.¹⁸ In order for the trust in the organization to be real, managers need to be always willing and ready to respond to all relevant questions and demands of their employees. Reliability of managers in this direction is based on the belief that employees will be able and willing to work fully and develop their full potential.

¹¹ See: SENGE, P.: *Pátá disciplína – Teorie a praxe učící se organizace*. Praha : Management Press, 2007.

¹² *The Top 100 Mental Models Needed to Succeed in Business*. [online]. [2017-06-18]. Available at: <http://robdkelly.com/blog/mental-models/a-list-of-top-100-mental-models-for-business/>.

¹³ MUSK, E.: *A Framework for Thinking*. [online]. [2017-06-18]. Available at: <<https://www.fs.blog/2015/04/elon-musk-framework-thinking/>>.

¹⁴ See: DRUCKER, P. F.: *Zarządzanie XXI wieku – wyzwania*. Warszawa : New Media, 2010.

¹⁵ LEWICKI, R. J., BUNKER, B. B.: Developing and Maintaining Trust in Work Relations. In KRAMER, R. M., TYLER, T. R. (eds.): *Trust in Organizations: Frontier of Theory and Research*. London, New Delhi : SAGE Publications, 1996, p. 10.

¹⁶ LYMAN, A.: *Trust in Action*. [online]. [2018-01-24]. Available at: <www.greatplacetowork.com>.

¹⁷ MAYER, R. C., DAVIS, J. H.: The Effect of the Performance Appraisal System of Trust for Management: A Field Quasi-Experiment. In *Journal of Applied Psychology*, 1999, Vol. 84, No. 1, p. 3.

¹⁸ FIGURSKA, I.: *Confidence as a Fundamental Condition of Knowledge Management in Organization*. Paper prepared for the International Scientific Conference Human Potential Management in a Company. Częstochowa : University of Technology, 2011.

This is a type of trust that keeps everything in the organization interlinked, and roots such trust in the culture of working groups and the whole organization.

2.5 Influence of Emotional, Social and Personality Factors

First reactions to stimuli (*impulses*) are manifested by emotional reactions and only after that individuals start to process and re-evaluate information.¹⁹ The perception of any stimulus (*impulse*) is accompanied by an emotional evaluation. For each employee and manager, when assessing a specific situation, first emotion occurs (appears) and only after that comes the assessment of a possible risk. In 2000, an experiment was carried out, where the authors found out that if the expected outcome of the solution would cause a positive emotion in the employee or manager, their perceived risk is lower and benefit from the situation is greater. For negative emotions, the course is the opposite.²⁰ This means that managers should also concentrate on this relationship during their decisions concerning employees, because by changing one indicator they can influence the other two. Some authors state that the risk perception and likelihood of the results of consequences are also influenced by social, political and cultural views that affect individual decisions.^{21,22,23} According to Andreassen, we can define three areas of social influence that influence decision-making of managers, especially in decision-making about people: illusion of control, group polarization effect and mood effect.²⁴

a) *Illusion of control*. This illusion occurs when the manager does not have a direct introspective view of whether he or she controls the situation or not. Although people are likely to overestimate their control when situations are very randomly determined, they also tend to underestimate their control when they actually have it, which is inconsistent with some theories of illusion and its adaptability. Taylor and Brown argue that positive illusions, including the illusion of control, are adaptable as they motivate people to remain in the job if they can otherwise surrender.²⁵ On the contrary, Fenton-O'Creevy et al. and Gollwitzer and Kinney argue that although illusion of control can support the pursuit of the goal, it does not contribute to the right decision.^{26,27} Illusions of control can cause insensitivity to feedback, obstruct learning and lead to greater objective risk.

¹⁹ ZAJONC, R. B.: Feeling and Thinking: Preferences Need No Inferences. In *American Psychologist*, 1980, Vol. 35, No. 2, p. 151-175.

²⁰ FINUCANE, M. L. et al.: The Affect Heuristic in Judgments of Risks and Benefits. In *Behavioral Decision Making*, 2000, Vol. 13, No. 1, p. 1-17.

²¹ WILDAVSKY, A., DAKE, K.: Theories of Risk Perception: Who Fears What and Why?. In *Daedalus*, 1990, Vol. 119, No. 4, p. 41-60.

²² DAKE, K.: Orienting Dispositions in the Perception of Risk. In *Journal of Cross-Cultural Psychology*, 1991, Vol. 22, No. 1, p. 61-82.

²³ FINUCANE, M. L. et al.: The Affect Heuristic in Judgments of Risks and Benefits. In *Behavioral Decision Making*, 2000, Vol. 13, No. 1, p. 1-17.

²⁴ For more information, see: ANDREASSEN, P. B.: *The Psychology of Risk: A Brief Primer*. New York : Jerome Levy Economics Institute, 1993.

²⁵ TAYLOR, A. et al.: Illusion and Well-Being: A Social Psychological Perspective on Mental Health. In *Psychological Bulletin*, 1988, Vol. 103, No. 2, p. 193-210.

²⁶ FENTON-O'CREEVY, M. et al.: Trading on Illusions: Unrealistic Perceptions of Control and Trading Performance. In *Journal of Occupational and Organizational Psychology*, 2003 Vol. 76, No. 1, p. 53-68.

²⁷ GOLLWITZER, P. M., KINNEY, R. F.: Effects of Deliberative and Implemental Mind-Sets on Illusion of Control. In *Journal of Personality and Social Psychology*, 1989, Vol. 56, No. 4, p. 531-542.

- b) *Group polarization effect*. This is a tendency for a group to make decisions that are more extreme than the original inclination of its members. These more extreme decisions lead to a greater risk during decision-making.²⁸ This theory also states that the group's attitude to the situation can be changed in the sense that after the group discussion the initial attitudes of individuals will be strengthened and intensified.²⁹
- c) *The mood effect*. In general, most people, under normal circumstances, are trying to maintain a positive emotion. Through such emotion, employees and managers reduce the exact risk estimate in the specific situations. Not estimating the interested variables and hasty selection occurs during the decision-making.³⁰ In general, the exaggerated positive mood of managers and employees can lead to illusion of control and, on the contrary, the excessive negative mood encourages long-term verification of the associated variables and hence a lengthy decision.³¹

In terms of personality, many types and personality distributions are defined in theory, in various ways influencing decision-making and inclination to risk. Mainly extroversion is attributed to the behavior that has tendency to incline towards risk decision-making.³² The correlation between risk behavior and risk perception has also been confirmed between employees and managers with varying performance motivation. Further surveys indicate that employees and managers who are mainly focused on success tend to choose tasks with the highest likelihood of success employees who prefer to avoid unsuccessful tasks tend to be inclining towards tasks that are too easy.^{33,34}

2.6 Database of Ineffective Decisions

It is a tool that can be used in various forms. Many managers confirmed (in the interviews and the survey led by our research team in 2017 in Slovak organizations) that such a database is very important to them because their decisions are more effective also in terms of accuracy and both time and financial costs. It is very difficult to start with such a database and especially to choose the most effective form of this tool. Managers of small organizations have, as an example of such database, rather mentioned idea databases, or creation of new mental models that they transfer to their employees via direct communication, in order to ensure sharing of experience. Managers in larger organizations have cited examples of software database solutions where these ineffective decisions are recorded also with their impact as well as circumstances that occurred in this decision. All managers of the organization have access to such a database. One of the

²⁸ ARONSON, E.: *Social Psychology*. Upper Saddle River, NJ : Prentice Hall, 2010, p. 273.

²⁹ MAYER, R. C., DAVIS, J. H.: The Effect of the Performance Appraisal System of Trust for Management: A Field Quasi-Experiment. In *Journal of Applied Psychology*, 1999, Vol. 84, No. 1, p. 3.

³⁰ TALASKA, C. A., FISKE, S. T., CHAIKEN, S.: Legitimizing Racial Discrimination: Emotions, Not Beliefs, Best Predict Discrimination in a Metaanalysis. In *Social Justice Research*, 2008, Vol. 21, No. 3, p. 263-296.

³¹ FORGAS, J. P.: Affect, Cognition, and Interpersonal Behavior: The Mediating Role of Processing Strategies. In FORGAS, J. P. (ed.): *Handbook of Affect and Social Cognition*. Mahwah : Lawrence Erlbaum Associates Publishers, 2001, p. 3-13.

³² HECKHAUSEN, H.: Why Some Time out Might Benefit Achievement Motivation Research. In VAN DEN BERCKEN, J. H. L., BERGEN, T. C. M., DE BRUYN, E. E. J. (eds.): *Achievement and Task Motivation*. Lisse : Swets & Zeitlinger, 1986, p. 23-33.

³³ BAIRD, B. N. R.: Tolerance for Environmental Health Risks: The Influence Of Knowledge, Benefits, Voluntariness, And Environmental Attitudes. In *Risk Analysis*, 1986, Vol. 6, No. 4, p. 425-435.

³⁴ BORD, R. J., O'CONNOR, R. E.: The Gender Gap in Environmental Attitudes: The Case of Perceived Vulnerability to Risk. In *Social Science Quarterly*, 1997, Vol. 78, No. 4, p. 830-840.

very inspirational ideas was the example of Daniel Franco³⁵ (Global Program Manager, Google) who during his lecture described how it works in their organization. The database of ineffective decisions is used in the form of a project 'Accept failure'. This is a project where employees or managers are awarded for the biggest 'fail' (i.e. the most ineffective decision). The rule is that everyone can only sign themselves up for this award (to prevent hostility and by logging in, the individual demonstrates a mark of self-esteem, humility, and follow-up) and accusing is strictly banned (otherwise the system would not work). Subsequently, a vote is carried out for the individual contributions, and the contribution with the largest number of votes will be awarded the biggest 'fail'. The aim of this project is to look at every ineffective decision with a purpose of learning lessons, not only for the individual (group) behind this decision but for all employees. The vision of this project is the acceptance of mistakes under the condition that the culprit and the other as well have been thought a lesson.

Conclusion

During proper application of managerial decision-making in practice, decision-makers (managers) usually bring some specific types of decision-making outcomes that are of great benefit to organizations. One of the possible outputs is *system decisions* that aim to improve the quality and structure of *all the motivations* that have occurred within the organization. These must be communicated, accepted, implemented and supported in all relevant departments, hierarchies, sections and the organization. Another possible output can be elaborate *motivation programs*, which are the most often expected outcome of this process. These are a set of motivational approaches, principles, goals, measurements, efforts and events through which it will be possible to effectively motivate employees across the organization. *Mental or descriptive models* that can be developed with the intent to change thinking and affect the motivation of managers and employees throughout the organization are also of great benefit. *Measurement mechanisms* may also be designed to directly influence the motivation conditions of themselves or other individual (management of the organization, head of department, team leaders, experts, line staff, administrative and other employees). In these intentions, it can be stated that decision-making in motivating individuals *acquires many new elements* (decision-makers have to decide in a purely qualitative area – in the motivation of real human beings). This decision-making is *extremely difficult for the mental properties* of decision-making subjects and objects, while the result and effect of the motivation (and also the effect of decision-making in this process) can be hypothetically different, ranging from small changes in thinking and behavior to expressive and long-term changes that could cause not only changes in performance of an individual but also in group or project teams and the performance and success of the entire organization.

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³⁵ Daniel Franco runs an international team of 80 employees that is currently developing the world's largest community-based IT training program that he co-founded 11 years ago in the Czech Republic (remark by the authors).

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IMPLEMENTATION OF SOLOMO MARKETING INTO THE BUSINESS ENVIRONMENT IN ORDER TO INCREASE INTEREST IN ECO-PRODUCTS

Monika Rezníčková

Abstract

The main objective of presented contribution is to systematically describe the theoretical knowledge regarding the use of the SoLoMo marketing concept in the business environment and at the same time the potential of its development in the context of environmental management and marketing communication presenting innovative solutions to environmental problems. Based on the problem identified, the author seeks answers to the current issues of the use of new, trendy marketing communication tools, new marketing principles in the digital environment and their application in the environmental management of business entities. The contribution focuses on the description of the SoLoMo marketing concept, which combines three basic principles – social media, geolocation services and mobile devices. The author analyses the possibilities of applying this concept in terms of promoting eco-innovations and disseminating environmental awareness among consumers.

Key words:

Eco-innovations. Geolocation Services. Green Marketing. Mobile Devices. Social Media. SoLoMo Marketing.

Introduction and methodology

Today's consuming way of life greatly interferes with the overall ecological balance and the environment of the planet. Excessive consumption of non-renewable resources, the accumulation of tangible goods or the continuous production of goods leads to high energy consumption and waste production. An unavoidable change should be the introduction of the principles of socially responsible management into the everyday activities of all business entities. It is the sustainability and long-term perspective of inventions that should be taken into account by the strategic management of companies and implemented within the strategy that is influencing the overall future direction. The choice of appropriate innovative business approach is then closely linked to its sustainable development. Relevant in this case seems to be communication through the online environment that offers easy access to public sharing of information, which provides an opportunity to better understand the importance of environmental problems.

The main objective of presented contribution is to systematically describe the theoretical knowledge regarding the use of the SoLoMo marketing concept in the business environment and at the same time the potential of its development in the context of environmental management and marketing communication presenting innovative solutions to environmental problems. To meet the main aim, primary qualitative research methods were used. It is specifically the hermeneutic method, the aim of which is to interpret and explain individual collected texts. Subsequently, the method of content critical analysis was used in the analysis of text documents. The intent was an objective, systematic and quantitative description of the manifested communication contents, namely secondary data sources. The contribution has the character of a theoretical study and works mostly with professional and scientific literature of foreign authors, because in the domestic environment, less accessible literature is devoted to this issue.

1 SoLoMo marketing

Digital technologies create opportunities for business entities to engage with their consumers, as it has been so far – through common mass and offline marketing communication tools almost impossible. They make it possible to create even closer relations between the consumer and the brand. In other words, they support leading of an interactive dialogue. At present, however, the problem is a constantly increasing amount of information, which can affect the reach of the presented message. In this context, it is possible to implement one of the latest marketing trends, namely the SoLoMo concept in marketing communication, which integrates the three basic components – social media (Social), geolocation services (Local) and mobile devices (Mobile).¹ This trend arose with the growing popularity of smartphones and the rapid expansion of mobile internet. Its implementation in the context of marketing communication promoting innovative eco-products of business entities could be appropriate in order to increase interest.

N. J. Church and V. Iyer state that many advertisers shifted some of their attention, creative efforts and budgets to addressing consumers through social media, smartphones and other mobile devices as their use has rapidly spread around the world and these devices have become irreplaceable. According to them, knowing the customer's geographic location provides opportunities for targeting advertisements to customer that are contextual. An example may be a smartphone that can be used today instead of credit cards, which brings a new change in payment security solutions. According to them, traders are also aware of the importance of mobile advertising expenses (for smartphones and tablets).² N. J. Church and V. Iyer further state that the Internet is an important distributive channel for many products and services through company websites, but the growing use of social media as a marketing medium (instead of a simple social communication medium) and the expansion of mobile device usage to make purchases led to the widespread use of social media and mobile devices as distribution channels in the so-called multi-channel access. According to them, mobile devices are more important even in the area of marketing research.³

The SoLoMo principle includes the convergence of technologies, which are based on collaboration and localization, linking digital and mobile marketing to the offline world in which it brings a personalized message to the customer at the right time and in the right place. Applications using this principle are able to reach the customer in a geographic proximity.⁴ From a corporate perspective, the SoLoMo principle provides the ability to target microsegments and customers anytime, anywhere, using contextually relevant content, information or advertising that is also suited for social media delivery. SoLoMo marketing creates a connection between the company and its markets, facilitates the creation of better customer experience, for example by providing rewards in form of

¹ *SoLoMo or Social, Local, Mobile – The new experiential mindset*. [online]. [2018-01-04]. Available at: <<https://connecthedot.com/%20internet-of-things/solomo/>>.

² CHURCH, N. J., IYER, V.: The Future of Marketing: Staying competitive in a competitive world. In: *Red Internacional de Investigadores en Competitividad*, 2014, Vol. 8, No. 1, p. 215.

³ *Ibidem*, p. 216.

⁴ *SoLoMo or Social, Local, Mobile – The new experiential mindset*. [online]. [2018-01-04]. Available at: <<https://connecthedot.com/%20internet-of-things/solomo/>>.

coupons and points, while opening up opportunities for e-commerce expansion.⁵ According to H. Yang and R. Lin, the expansion of localization technologies and mobile devices creates great opportunities for social media to interact with the local environment. According to them, SoLoMo marketing services appear to be a form of mobile application and consist of social networks and geolocation services that meet the immediate needs of users through mobile devices.⁶

A specific example of SoLoMo marketing service can be well-known application *Foursquare* that uses GPS technology and offers its users the option to "report" a visit to a café or restaurant and leave a possible review. Especially social networks that combine the local and social characteristics of the user are gaining more and more space. Many of these services use some aspects of gamification to support user loyalty. According to J. Micháleková, it regards the ability to apply game elements and game design techniques to a non-gaming context, making the user perform the desired action in a fun and entertaining way.⁷ SoLoMo marketing policies are also integrated within search engine queries to provide users with results based on geographic location. Majority of marketing communication within SoLoMo marketing is based on the inclusion of user localization into communication through third-party applications such as local searches, tagging photos at specific locations, writing tips and reviews for specific locations, tagging tweets or accepting geolocation advertisements and offers. In the following chapters there will be described the individual components of SoLoMo marketing and their possibilities of using in the field of eco-innovations.

1.1 Social – social media

Social media serve to associate and develop social contacts while their content can be created, edited or commented by each registered user. According to M. Rajčák, social media are superior to social networks, as they include blogs, wiki systems, video and audio publishing and photo sites, discussion forums and groups, or podcasts. Social media allow people to exchange ideas and opinions, download site content and establish contacts in the online world. This is a "many-to-many" communication, with demographics receding to social characteristics.⁸ It is important to note that communication can start without the company initiating it. Ch. Fuchs determines social media as network information services designed to support deep social interactions, community formation and creation of opportunities for collaboration.⁹ According to A. J. Kim and E. Ko, social media can also be characterized as online applications, platforms and media, which aim is to facilitate interactions, collaboration and content sharing. They use various forms including weblogs, social blogs, microblogging, wikis, podcasts, pictures, videos, ratings and social bookmarks. According to the pair of authors, their use grows exponentially, with commercial firms and government organizations joining and using social networks as communication tools. At the same time, they actively use social media for advertising and marketing. A. J. Kim and E. Ko state that while commercial

⁵ SANTOS, A.: *SoLoMo: The Rise of Digital Marketing*. [online]. [2018-01-04]. Available at: <<https://www.slideshare.net/kimmy961/solomo-the-rise-of-digital-marketing>>.

⁶ YANG, H., LIN, R.: Determinants of the intention to continue use of SoLoMo services: Consumption values and the moderating effects of overloads. In: *Computers in Human Behavior*, 2017, Vol. 73, p. 583.

⁷ MICHÁLEKOVÁ, J.: *Základy gamifikácie: Čo treba vedieť skôr, ako začnete*. [online]. [2018-01-04]. Available at: <<https://visibility.sk/blog/zaklady-gamifikacie-co-treba-vediet-skor-zacnete/>>.

⁸ RAJČÁK, M.: *Marketingová komunikácia v digitálnom veku*. Trnava : UCM, 2013, p. 35.

⁹ FUCHS, Ch.: *Social media : a critical introduction*, 2. ed. Los Angeles : Sage, 2017, p. 38.

messages and consumer interactions co-operate with media, events, entertainment, vendors and digital services through social media, it is possible to carry out integrated marketing activities with much less effort and cost than it was before.¹⁰

According to N. J. Church and V. Iyer we witness so-called mass migration from written communication to visual communication through social media platforms. According to them, pictures and videos are no longer just supporters for "tweets" and posts. People share more than a billion images a day, communicate through pictures and do not use many words. The occurrence of online video-advertising has also grown and its strength is still rising – also thanks to faster and automatic video playback and the ability to attract viewers' attention more than static advertisements. In this context, according to them, the use of infographics in the presentation of facts and figures is also increasing, which also encourages a visual approach to communication.¹¹

Many opinion-makers grew up in this area (so-called influencers), who have more credible impression and are being watched by large masses of people. At present, we can talk about the so-called *influencer marketing*.¹² However, it is important to pay attention to honesty and authenticity; otherwise the message can be perceived as an ordinary sponsorship. Prognosis for the future are also increased investments in the development of artificial intelligence into social platforms. Nowadays, some brands already perform the function of a "robot" that provide help to consumers (e.g. Apple Siri, Facebook Chatbots), thus secure nonstop customer service that consumers demand.¹³ According to N. J. Church and V. Iyer, we will soon be able to conduct conversations with companies through very well-programmed intelligent robots. Chatting applications are becoming more and more sophisticated – they can learn from their conversations, become more natural, autonomous and more human. According to them, "chatbots" can be valuable in providing customer service, information and entertainment.¹⁴

It is clear from the above, that the basic aim of social media communication is primarily to provide information, ideas, topics or impulses, and then to acquire new customers for the company – it is not just about plain sale. Other goals include building PR and corporate reputation (branding), creating a community of fans and communicating with them, space for publishing content, gaining ideas for enhancements and innovations, and offering the opportunity to create advertising campaigns with precise targeting.¹⁵ The potential of using social media lies in their ability to reach and communicate with customers – to build the brand image and perception by users, their loyalty, to exploit the potential of viral content dissemination, to publish PR articles through which it is possible to publicly identify with various beneficial organizations and also gain valuable feedback from fans.

¹⁰ KIM, A. J., KO, E.: Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. In: *Journal of Business Research*, 2012, Vol. 65, No. 10, p. 1481.

¹¹ CHURCH, N. J., IYER, V.: The Future of Marketing: Staying competitive in a competitive world. In: *Red Internacional de Investigadores en Competitividad*, 2014, Vol. 8, No. 1, p. 216.

¹² *Průzkum: Jak ženy vnímají influencer marketing*. [online]. [2018-01-06]. Available at: <http://www.m-journal.cz/cs/aktuality/pruzkum--jak-zeny-vnimaji-influencer-marketing_s288x12606.html>.

¹³ *Čím novým nás překvapí digitální marketing v roce 2017?* [online]. [2018-01-06]. Available at: <<https://www.zonemedia.sk/blogcim-novym-nas-prekvapi-digitalny-marketing-roku-2017/>>.

¹⁴ CHURCH, N. J., IYER, V.: The Future of Marketing: Staying competitive in a competitive world. In: *Red Internacional de Investigadores en Competitividad*, 2014, Vol. 8, No. 1, p. 216.

¹⁵ *Marketing na sociálních sítích*. [online]. [2018-01-06]. Available at: <<http://marketing.krea.sk/clanky/socialne-siete/>>.

According to J. Knapcová, social networks today become a vital source of important information about customers and their opinions – she writes about so-called "social data mining", which allows precise targeting by demographic and behavioural data.¹⁶ Likewise, sharing links can increase traffic to external websites. It should be remembered that it is essential for a business to measure the effectiveness of posts, user activity, traffic sources and effectiveness of PPC campaigns themselves. According to J. H. Lipschultz, however, the collection of such data and their analysis on the other hand raises some doubts about personal privacy. There are, therefore, legislative and ethical measures regarding social media technologies, which call for uniform global regulation.¹⁷ Many companies are currently trying to adopt the principles of corporate social responsibility. According to A. Bussard, however, from the point of view of the consumer (but also employees, governments, communities or shareholders), demand for evidence of the benefits of this corporate social responsibility is becoming the most important.¹⁸ However, it is important to note that consumers often notice especially the irresponsible behaviour of the business, which can cause considerable harm. Do not buy a product from an irresponsible business is easier for customers than to look for socially responsible businesses and their products.

Based on the aspects stated above, we can say that the social media are creating and supporting customer confidence in the business, speed up the search for information about business and provide a real-time contact; they also help with differentiation or distinguishing from similar businesses with unique content. According to J. Knapcová, the current most attractive form of content on social networks is video – short and quick, which is supported also by the Facebook auto-play feature, as well as live streaming. Image content, in her view, has a primacy over pure textual content; people enjoy humorous content for relief, motivational and informational images. Most important is to always publish the most up-to-date photos or videos – publish the so-called "in-the-moment" content, because users live for the current moment.¹⁹

1.2 Local – geolocation services

Marketing communication using principles of geolocation services can reach customers based on their current location – e.g. it is possible to recommend the closest favourite restaurant or café, or suggests sale in a particular store. The basis is the usage of GPS and other software technologies to locate users of mobile devices according to their current location, allowing them to send advertising messages regarding their current location. Businesses can therefore offer more personalized services based on the movement of their clients. In this context, it is also interesting to use drones that provide new ways and tools to companies to collect valuable information and data, launch new products and engage with audiences. These are simple and flexible devices that can quickly and safely get to hard-to-reach places. S. Flynn claims that the drones can be used directly in physical contact with the customer, for example, such as flying billboards or as a mean of

¹⁶ KNAPCOVÁ, J.: *Urobte si partnerov z najväčších sociálnych sietí*. [online]. [2018-01-08]. Available at: <<http://contentfruiter.sk/socialne-siete/urobte-si-partnerov-z-najvacsich-socialnych-sieti/>>.

¹⁷ LIPSCHULTZ, J. H.: *Social media communication : Concepts, Practices, Data, Law and Ethics*, 2. ed. New York : Routledge, 2018, p. 26.

¹⁸ BUSSARD, A. et al.: *Spoločensky zodpovedné podnikanie*. Bratislava : Integra, 2005, p. 10.

¹⁹ KNAPCOVÁ, J.: *Urobte si partnerov z najväčších sociálnych sietí*. [online]. [2018-01-08]. Available at: <<http://contentfruiter.sk/socialne-siete/urobte-si-partnerov-z-najvacsich-socialnych-sieti/>>.

distributing different promotional items such as t-shirts or gift cards during specific events (festivals, concerts) – but such activities are governed by different regulations. However, according to him a safer way to use them is in advertising spots, where there is still space to impress and surprise customers. The real potential of using drones is, in his opinion, the ability to bring innovative and interesting audio-visual content at a reasonable price that is widely used in marketing campaigns. Interestingly, the drones are able to collect the data needed to profile the target audience even without using GPS, delivering accurately targeted advertising based on geographic location to potential customers at the right time and in the right place. The ethical aspect in this case must not be neglected.²⁰ Drones are successfully used, for example, in the field of power engineering, where infrared sensors can check thermal fluctuations at hundreds of solar panels. From an environmental point of view, their contribution is invaluable, as it is possible to ensure the monitoring of nature and wildlife in non-accessible areas, used for example in the fight against illegal hunt for highly threatened species.²¹

The biometric data is the personal data of the natural person, on the basis of which he is unambiguously and unmistakably identifiable – e.g. fingerprint or palm print. The processing of such data may only be carried out under the conditions determined in a special law. However, its use in marketing can be beneficial, for example, in terms of consumer preferences detection compared to traditional market researches. Such methods can then be included in the neuromarketing area. But modern technology allows us to record the movement of customers or goods and to determine their geographical location. It would be also interesting to access and collect information concerning weight or height of a person, his allergies, favourite food, or colour, or medical records. Linking geolocation services, specific information and long-term monitoring of user behaviour on social networks can result in more sophisticated and accurately targeted, personalized advertising. Relevant advertising in term of place, content and time is the logical result of changes in people's lifestyle and digitization of their lives.²²

1.3 Mobile – mobile devices

Most statistical reports say about the ever-increasing use of smartphones or tablets at the expense of desktop computers and laptops. Users have mobile devices almost always with them, wherever they go and also serve them to keep in touch with friends, family or anyone else. This fact indicates the use of more and more mobile applications, geolocation services, mobile payments, browsing mobile websites, and more. The use of mobile marketing has not yet reached its peak; on the contrary, the potential remains high. M. Rajčák claims that the greatest advantage of mobile devices is the possibility of almost constant connection to the Internet and their use in places where the laptop would be difficult to use. According to him, limiting may be the screen size, or the ability to work quickly and efficiently. Mobile marketing has emerged gradually with the development of mobile operator networks, as well as the need for the most intense and fastest

²⁰ FLYNN, S.: *4 Ways Drones Are Changing The Marketing Industry*. [online]. [2018-01-08]. Available at: <<https://skytango.com/how-drones-are-changing-the-marketing-industry/>>.

²¹ 7 spôsobov využitia dronov, o ktorých ste možno ani nevedeli. [online]. [2018-01-08]. Available at: <<https://www.startupers.sk/7-sposobov-vyuzitia-dronov-o-ktorych-ste-mozno-ani-nevedeli/>>.

²² *Maloobchodní marketing budoucnosti – technologie, systém a selský rozum*. [online]. [2018-01-08]. Available at: <<http://www.dago.cz/blog/maloobchodni-marketing-budoucnosti-technologie-system-a-selsky-rozum-52>>.

communication with the customer.²³ According to M. Rajčák, mobile devices become a personal medium through which the user is easily identifiable. Communication through them is highly targeted, which allows reaching a specific target group. Deliveries can be timed precisely and the customer can react immediately – communication is interactive, response is measurable. An assumption for successful customer communication is, according to him, optimizing the website across individual mobile devices.²⁴ A. Zaušková, L. Grib and P. Kyselica assign mobile marketing among forms of marketing communication using mobile devices such as smartphone, tablet, laptop, RFID chips, and more. According to them, the smartphone has become a modern advertising medium that can deliver advertising information to a target audience of people for whom it is intended, anywhere and anytime. The advantage of mobile marketing is in the possibility of relatively accurate targeting of the content to the desired target group.²⁵

M. Rajčák includes the creation of mobile applications among the popular and most frequently used types of mobile marketing – whether as a core of business as a product offered, or as an auxiliary marketing tool. Companies often use applications to present their own brand – so-called branded mobile applications linked to the company's product, facilitating communication, searching and ordering products or services. We can talk about classic applications for individual platforms, 3D applications, virtual and augmented reality applications.²⁶ Among other mobile marketing tools, M. Rajčák includes mobile banners, SMS marketing (flash SMS, push messages, geolocation or interactive SMS, MMS marketing – voucher, premium discount, coupons, event reminders), above-mentioned location based marketing, mobile search marketing or QR codes, which are also associated with the use of NFC tagging (near field communication), RFID (radio frequency identification) or EAN codes. Less attractive at present is the use of classic SMS messages, but on the other hand there is an increasing interest in geolocation services and applications that appeal to customers based on their current location.²⁷ An important part of mobile marketing is the use of PPC advertising in mobile and mobile search marketing. Mobile devices can also be used in connection with mobile trading – use of the NFC system, use of a mobile phone as a wallet, purchase of a travel or parking ticket, a movie ticket. A perspective future can also be seen in the wearable tech category, where GoogleGlass or iWatch (connected to the smartphone) can be an example.

2 Eco-innovations (environmental innovations)

Significant development in industry and trade, related to the disproportionate use of non-renewable energy resources, consumption or ruthless environmental pollution, all of this is slowly starting to lead to the inevitable change in the behaviour of people and businesses that are aware of the need for environmental behaviour. One possible outcome is the implementation of the so-called eco-innovations and effective marketing communication aimed at supporting them. An important factor and premise for success is the targeted education of consumers in the field of environmental awareness so that it

²³ RAJČÁK, M.: *Marketingová komunikácia v digitálnom veku*. Trnava : UCM, 2013, p. 18.

²⁴ Ibidem.

²⁵ ZAUŠKOVÁ, A., GRIB, L., KYSELICA, P.: *Phygitálne komunikačné nástroje na podporu environmentálnych inovačných procesov v slovenskom podnikateľskom prostredí*. Trnava : UCM, 2016, p. 75.

²⁶ RAJČÁK, M.: *Marketingová komunikácia v digitálnom veku*. Trnava : UCM, 2013, p. 19.

²⁷ Ibidem, p. 22.

is natural for them to reach an environmentally acceptable product. Based on information reviewed on the OECD website (Organization of Economic Cooperation and Development), we can define eco-innovations as *"the introduction of new or significantly improved goods (products or services), manufacturing processes, marketing or organizational methods that create a positive environmental benefit"*.²⁸ Such innovations provide the premises for dealing with current as well as future environmental problems and seek to reduce energy and other resources consumption while supporting sustainable economic activity. Many governments are introducing the notion of eco-innovation into their growth strategies. A. Zaušková, L. Grib and P. Kyselica consider eco-innovations to be a sub-category of innovations and write about the clear sign of a progressive enterprise. The realization of such a business on the market, according to them, is not limited by the mere formation of profits, but also sensitively perceives and responds to the influences of the external environment.²⁹ According to them, innovation can also be seen as an important tool for differentiation from competition, being a significant result of creative activity and the transfer of inventions to any area of human activity. According to them, the most important moment is the benefit of innovations in the form of a positive change. They define innovation as the result of a creative process of research or business activity, or the penetration of both spheres, bringing particular positive change into practice. In their view, innovation can also be seen as a reduction of negative environmental impact.³⁰ According to the European Commission, we can define eco-innovation as *"any innovation aimed at significant and visible progress towards the goal of sustainable development by reducing environmental impacts or achieving more efficient and responsible use of natural resources, including energy"*.³¹ The Eco-Innovation Observatory determines eco-innovation as *"the introduction of any new or significantly improved product (goods or services), process, organizational change or marketing solution that reduces the use of natural resources (including materials, energy, water and soil), while reducing the release of harmful substances throughout the whole life cycle."*³² According to A. Zaušková, L. Grib and P. Kyselica, it is necessary for individuals – consumers as well as business entities – to be aware of the need for ecological behaviour and changes in the business environment in order to ensure sustainable development. According to them, it is essential to act fundamentally to slow down the planet's direction towards resource depletion, major climate changes, unlimited consumption and the devastation of nature. From the point of view of the long-term sustainability of the economic system, it is also necessary to focus on the ecological aspect and sustainable development. That is why it is appropriate to link innovation and ecology, for which a common naming is also emerging – eco-innovations (environmental or green innovations).³³

The goal of green marketing is therefore to develop and promote products that seek to minimize negative environmental impacts and improve their quality. This type of marketing has evolved along with the need to stop the degradation of the environment, with the aim of modifying existing marketing thinking and practice. The driving force

²⁸ *The future of eco-innovation : The Role of Business Models in Green Transformation*. [online]. [2018-01-16]. Available at: <<http://www.oecd.org/innovation/inno/49537036.pdf>>.

²⁹ ZAUŠKOVÁ, A., GRIB, L., KYSELICA, P.: *Phygitálne komunikačné nástroje na podporu environmentálnych inovačných procesov v slovenskom podnikateľskom prostredí*. Trnava : UCM, 2016, p. 24.

³⁰ *Ibidem*, p. 25.

³¹ *Európska komisia*. [online]. [2018-01-08]. Available at: <<https://ec.europa.eu/commission/indexsk>>.

³² *Eco-Innovation Observatory*. [online]. [2018-01-08]. Available at: <<http://www.eco-innovation.eu/>>.

³³ ZAUŠKOVÁ, A., GRIB, L., KYSELICA, P.: *Phygitálne komunikačné nástroje na podporu environmentálnych inovačných procesov v slovenskom podnikateľskom prostredí*. Trnava : UCM, 2016, p. 26.

behind environmental marketing often becomes especially innovations. According to V. Scuotto, the proliferation of unrestricted access to the Internet, microblogging and social networks has changed the way entrepreneurs are developing innovations today. The growing use of social networking sites, along with the integration of external knowledge supports the entrepreneurial path. Entrepreneurs discover new ways of combining internal and external knowledge in the use of market opportunities. On the other hand, businesses become more knowledge-intensive and strengthen their creative process and constantly change their existing routine. According to V. Scuotto, such businesses are more focused on the balance between knowledge and innovations, which represent a competitive advantage. They are more dynamic and active in seizing the opportunities to create innovations in intensive use of knowledge. V. Scuotto also claims that with the current efforts of entrepreneurs to create innovative ideas, it is essential to involve more digital tools. This is because businesses need to intensify their ability to absorb external knowledge, especially from the virtual environment and combine them with internal knowledge.³⁴

According to A. Zaušková, L. Grib and P. Kyselica, there is a need for consistency between innovations and marketing communication within the corporate environment. Successful innovations are often the result of a successful symbiosis of technological and market developments. In their view, communication is a crucial factor and the basis for successful innovation. Businesses therefore need to create a strong portfolio of communication tools as an integral part of their strategic activities within innovation management. Especially the online marketing is currently developing at high speed, the Internet takes the initiative in communication, grows exponentially, and its competitiveness towards other media knows no boundaries. According to them, the Internet is a medium where recipients are becoming an active element of communication; it increases brand awareness, builds relationships with customers and sells both product and brand.³⁵ Implementation of the individual principles of SoLoMo marketing appears to be an appropriate solution to increase interest in innovative eco-products of business entities while enhancing the environmental awareness of people. The personalized content of the message helps to overcome the public's lack of environmental education and increases the effectiveness of the adopted environmental policy strategy.

Conclusion

We can state that digital technology connects customers and brands much closer, applying to people as well as information and various devices. Such a change brings not only a new way of communicating, but also introduces a new way of understanding and priorities in the business and communication sphere, which leads to the revision of the brand's overall communication goals. Innovations leading to the sustainable development play an important role in terms of economic prosperity of business, but also contribute to increasing of competitiveness. We can say that innovations are the driving force of every economy. In this context, the nature of marketing communication in the implementation

³⁴ SCUOTTO, V.: The effect of social networking sites and absorptive capacity on SMES' innovation performance. In: *The Journal of Technology Transfer*, 2017, Vol. 42, No. 2, p. 410.

³⁵ ZAUŠKOVÁ, A., GRIB, L., KYSELICA, P.: *Phygitalové komunikačné nástroje na podporu environmentálnych inovačných procesov v slovenskom podnikateľskom prostredí*. Trnava : UCM, 2016, p. 70.

of innovations also changes. There is a need, in particular, to educate the customer, to create communities, to change the rank of values and overall thinking and consumer awareness. There is a need for a return to nature and a more sensitive perception of environmental problems. A common positive change can only be achieved by joint efforts of individuals, businesses and also government institutions that will be of benefit to both customers and businesses, but above all to the nature and environment surrounding us. The field of eco-innovations is therefore of particular importance. In this context, it is equally important for businesses to keep track of current trends in marketing communication as well. Markets are evolving rapidly, the online global space is expanding and we are also witnesses to the constant technological progress. It is therefore necessary to adapt to these changes and look for gaps in the use of marketing communication tools, join new trends, engage and educate recipients, use new forms of promotion. The answer could be the linking of three highly up-to-date trends – social media, geolocation services and mobile devices in one unit that experts named "The SoLoMo marketing". This principle links individual tools across the online world, opens up new possibilities, brings more precise reach, greater personalization and attractiveness of the message to final consumers and information, and for this reason we can consider this solution as important.

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NEW TRENDS AND VIEWS IN PERSONNEL MARKETING

Martin Uhlík

Abstract

Recently, we can see economic, social, technological and political changes in the world affecting significantly business activities. The effects of globalisation result in an equal approach to information, resources and technologies. If a company wishes to be successful at the market it must adapt itself to such changes. Personnel marketing is a relatively new area of the theory and practice of personnel issues in corporate and business operations. By its content and focus at the theoretical level, it has been set up as an independent scientific discipline reflecting the needs of trends, or changes of economy brought in by globalisation, world markets or a decreasing unemployment rate. The purpose of the paper is to present new knowledge of personnel marketing and the application of such knowledge in practice.

Key words:

Internal and external personnel communication. Personnel marketing. Personnel marketing mix.

Introduction

Nowadays, the field of personnel marketing affects all subjects operating in the market, i.e. small, medium-sized and also large enterprises. Regardless of the size of an enterprise, human capital is the most precious capital an enterprise has. Employees decide about the success rate and the overall prosperity of an enterprise and, in general, quality human capital can be considered as a competitive advantage. At present, more than ever, when we are witnesses to the situation that there is a shortage of qualified labour in the labour market, personnel marketing has become an inherent part, even a phenomenon, in the area of staff recruitment, selection and management. Companies can significantly influence their employee stabilization and turnover rates by efficient use of personnel marketing tools. In order to achieve this objective, it is necessary to have theoretical and subsequently practical knowledge of personnel marketing, its goals and tasks in organizations.

1 Definition and Characteristics of Personnel Marketing

The term *personnel marketing* was coined by combination of two words that can be explained individually. *Marketing* is an activity carried out in a market, resulting in the sale of a product or a service. The adjective *personnel* derives from the noun *personnel* which, put simply, denotes firm's employees. Therefore, we can speak of *personnel marketing* as of an activity resulting in employee recruitment. It is classified as a new part of human resources management that makes use of marketing communication and its means. However, it operates in an autonomous manner and, recently, emphasis has been increasingly placed on this area of communication with employees.

In Slovakia, the term personnel marketing started to appear in the 1990s when foreign companies started arriving to our territory. They needed to address new employees and new jobs were offered with just a hint of marketing. The human resources staff in those companies imagined that personnel marketing was just advertising of a job. As time went on and particularly in the current period with a sharp drop in the unemployment rate, the struggle for good and educated employees started and so we can see how personnel marketing has become one of priority management branches in the majority of enterprises. There are many definitions

of personnel marketing. Borsíková characterizes personnel marketing as *“a goal-oriented recruitment, development and use of human potential in line with strategic goals and objectives of an enterprise and corporate culture, where marketing tools are used. It is part of the corporate dimension and ethical principles in the area of people management, expressing accepted values, standards and beliefs of the enterprise's staff, where the Employer Branding of the enterprise constitutes the philosophical foundation.”*¹ Bednárík understands and personnel marketing as an *“extension of personnel management, or as a long-term process that shall ensure long-term human resources – strategic potential in the framework of personnel planning by means of correct supply and sale of jobs.”*²

Personnel marketing focuses not just on potential but also on current employees whereby it combines the recruitment of employees and their stabilization in the enterprise. Thanks to this combination and definition of needs of current employees, the needs of potential employees can be defined in a better way, too, and, based on that, be efficiently integrated into a recruitment campaign. By identifying and meeting their needs, the enterprise can identify competitive advantages as compared with other companies and sustain its competitiveness in the labour market. Apart from the collection of information about potential employees, the provision of information to them – i.e. the outward communication of a company, including the corporate image and reputation, is an integral part of personnel marketing. In personnel marketing, emphasis is placed on the communication with a potential employee. It is aimed at providing the job candidates with the most accurate information ensuing from the elaboration and detailed descriptions of jobs and specifications of eligible candidates. *So, in summary, personnel marketing can be understood as a modern scientific discipline based on the knowledge apparatus of management, marketing and HR management, that currently offers a variety of methods and procedures oriented at the search for potential workforce suitable for the jobs planned or realized by an enterprise in the labour market. Then, it is a new dimension of the work with people, expressing the level of corporate culture, accepted values and standards, aimed at attracting and retaining of employees from internal and external environments which the company will use reasonably, to meet their needs, to shape and motivate them and, of course, to create suitable working and social conditions for them, as needed for their performance of work.*³

2 Internal and External Communication in Personal Marketing and Marketing Mix

As mentioned in the preceding chapter, personnel marketing is the process of recruitment of labour force from external and internal environments and, for this reason, it is divided into external and internal marketing. The activities in mentioned areas focus on different tasks and groups of employees. This part of work includes the effort to point at the importance of use of individual and personnel marketing tools, known as personnel marketing mix.

External personnel marketing is principally concerned with the implementation of tools included in the personal marketing mix towards the general public, with the aim to search for and to recruit suitable staff, to build the employer's brand, to create attractiveness of the job for potential employees, to direct and recruitment campaigns and their execution in the external labour market suitably. In this it is aided by various tools, such as: the presentation of the offer

¹ BORSÍKOVÁ, B.: *Riadenie ľudských zdrojov a personálny marketing*. Trnava : FMK UCM in Trnava, 2012, p. 129

² BEDNÁRIK, J., MÁLIKOVÁ, I. : *Ľudské zdroje a personálny marketing v podnikateľskej praxi*. Trnava : FMK UCM in Trnava, 2016, p. 99.

³ BEDNÁRIK, J., MÁLIKOVÁ, I.: *Ľudské zdroje a personálny marketing v podnikateľskej praxi*. Trnava : FMK UCM in Trnava, 2016, p. 116-121.

of motivating jobs by means of suitable media, cooperation with job agencies, employment agencies, educational institutions, assigning diploma theses to higher education students, students' undertaking work placements, participation in job fairs, articles and ads in printed media, etc. So it is actually an effort of a company to create a concept of addressing and recruiting of employees from an external environment, aimed at drawing the attention of the target group, i.e. potential job seekers and simultaneously to make the impression of an attractive employer who is worth working for. In this context, it can be understood as awarding a quality brand to the job, which Branham describes as *"the process of insertion of a term and notion of being a great place for work into the mind of the target group of candidates."*⁴ The awarding of a quality brand to products has been projected with the goal of leaving a long-term impression in the minds of customers so that they would automatically start to associate the quality with any product or service. Job branding does the same as when we are creating a notion that will make people want to work for the given organization because they do already have in their minds that it is a good company.

Internal personnel marketing, unlike external one which is oriented primarily at potential employees from an external environment, is oriented inside the company, i.e. on newly recruited employees and on current employees of the company, for purpose of recruiting and retaining quality workforce that will be of benefit to and of a competitive advantage for the company. In case of newly recruited employees, the task of internal personnel marketing starts with their adaptation and, in case of current employees, with becoming aware of the need to fill vacancies by the most eligible employees. Of course, the task of personnel marketing does not end with filling vacancies by appointment of eligible employees to given positions, but it continues with developing and motivating them and creating suitable working conditions. *"So it can be said that, in the framework of internal personnel marketing, these "internal customers", i.e. employees, are just as important for the organization as its external customers, in particular with regard to their influence on the corporate culture and competitiveness in the market."*⁵

However, in my opinion, it is not very suitable to distinguish exactly between external and internal forms of marketing in the current situation in the labour market, because the need to recruit new staff is determined not only by the development of the enterprise but also by the staff turnover rate. Then, internal personnel marketing corresponding to the needs of employees is in itself a good advert also on the external job market, because the information about employee satisfaction will be disseminated in this market even without the activities of the external personnel marketing. On the contrary, an excellent personnel marketing oriented externally, i.e. on the recruitment of staff, serves no useful purpose for the enterprise in the long run, unless it is supported by internal personnel marketing. Newly recruited employees who are not satisfied with their new employer will leave the enterprise sooner or later and the need of staff will arise anew. At the same time, a high employee turnover rate that can be increasingly seen at present, damages the reputation of an enterprise in the job market, not to mention negative information brought by former employees of the enterprise to the labour market.

3 Personnel Marketing Mix

Marketing mix is a set of tools combined and used by a company in order to achieve pursued objectives, eliciting the desired response in the target market. The marketing mix in the setting

⁴ BRANHAM, L.: Jak si udržet nejlepší zaměstnance. Brno : Computer press, 2004, p. 45.

⁵ BEDNÁRIK, J., MÁLIKOVÁ, I.: Ľudské zdroje a personálny marketing v podnikateľskej praxi. Trnava : FMK UCM in Trnava, 2016, p. 123.

of personnel marketing means the same, only the individual tools, as compared with conventional marketing, have been adapted for the area of personnel management. Nowadays, the original 4 Ps have already become 5 Ps of marketing, i.e. the original tools of the mix have been complemented by the "People" category. In this context, people are seen as employees and thus presenters of a company on the one hand, and, at the same time, a significant role is played by people as the public and thus potential or actual job seekers.

Product

The **product** element refers to a specific job, or opportunity offered by a company. The intention is to present vacancies attractively in the labour market and sell them to the best quality candidates. Only existing or newly created jobs can be filled. In both cases, what is needed is a detailed analysis with a job description and future employee's specifications as resulting outputs.

Price

As compared with conventional marketing, in this case the price does not refer to an income but to the costs for the enterprise, by which the workforce is valued. The job price is determined by the reward, whether in the form of a wage, salary, bonuses or other rewards, or a non-financial reward in the form of employment-related benefits. The remuneration scheme should reflect the economic standing of the enterprise and its market position. In order for this scheme to be objective and fair, a detailed analysis of jobs and regular employee assessment must be taken into consideration.

Place

In personnel marketing, the place element or also distribution refers to the environment in which the suitable workforce is searched for, or to the way in which the workforce can get to the employer. Environments can be external and internal ones.⁶ The recruitment of labour force from the company's internal environment has many advantages. What is eliminated is a rather high cost of e.g. the search itself or the cost of the new employee's adaptation. Apart from that, the vision of a career development is surely a great incentive for current employees to perform at their best.

Promotion

The next tool of the personnel marketing mix is the presentation of the job offer in the job market. It refers to a specific offer of a vacancy that has aroused sufficient interest of candidates in the job. An effective presentation of a job offer should include all necessary details, such as the job title, a short description of the job and related duties, education, qualification and skill requirements, previous experience and expertise, as well as required individual qualities of the candidate. It is also appropriate to attach a short specification of working conditions and offered positive facts typical of the company, related to the quality of working life, learning and further employee development opportunities. Nowadays, it is a legislative duty to state remuneration, too. Moreover, it is very important for the company to choose a suitable medium by which to address the target group of job seekers which it aims to attract with its offer.

People

By its very nature, this tool strives to create a real image of the enterprise, the conditions and requirements of individual groups for a specific job with both the current and future job seekers. It concerns especially the potential employees' awareness of the mission, visions, objectives and all activities of the enterprise and also of the opportunity to achieve personal

⁶ SZÁRKOVÁ, M a kol.: *Personálny marketing a personálny manažment*. Bratislava : EKONÓM, 2013 p. 53-58.

fulfilment and further personal growth. It is nevertheless important to remember that even the best image building will be of no use in personnel marketing if the people presenting their enterprise would send out negative signals. Therefore, taking intensive care of corporate culture is unavoidable and very effective.

4 New Views and Trends in Personnel Marketing

Employer Branding

This is a tool by which an organization defines, differentiates and universally supports the signals sent out by the organization towards current, but in particular towards potential and also future employees. It is a marketing technique aimed at the building of a brand, image or goodwill of an organization in the area of HR management. This concept answers the fundamental question why an employee should get employed in this specific organization and not in another one. It informs potential employees about the culture, activities and benefits provided by the company. It is then an ideal tool for attracting and recruiting but also for retaining of the most talented and suitable people for the work in the company, it provides a competitive advantage – increasing the company's value and ability to succeed, positively affecting the human capital management and, thereby, the overall performance and profitability of the company. Therefore, I can conclude that it is one of the few long-term and currently very preferred solutions to the problem with the lack of competence.

InHiro Service

This product by WebSupport is the winner of the Startup Awards 2013 in the Digital category. It is an innovative personnel tool facilitating the process of creation of job offers, their distribution by social networks and subsequent selection of candidates. It is intended for all companies struggling with recruitment of quality workforce. The inHiro application focuses on the so far unused potential of small and medium-sized enterprises that have always been looking for top-level people by means of conventional job portals and methods. What are the main advantages of the inHiro application?

- option to share the ads in one's own line through existing employees and commercial contacts,
- attracting competitors' employees,
- possibility to publish a graphically well-designed job ad,
- dissemination also by social networks, blogs and e-mails,
- building of networks of locally operating partners.

Apart from a broad targeting of job seekers, the greatest advantage is a speeded up processing in an online environment, their direct distribution and possibility of immediate feedback from the target audience. By means of this application and based on the offer, advertisers can almost immediately recruit quality workforce which will increase the performance and competitiveness of the enterprise with its education, abilities and experience.

New Interviewing Tools

In short, a conventional interview consists of the HR officer's asking a candidate about their skills and experience and examining if they are suitable for the specific job. Of course, the format of the interview can change from personal, telephone, panel to fully non-structured interviews but the principle has been the same for decades. According to the survey carried out by Linked In, these formats have been used often and are still considered as efficient. Despite their popularity, conventional interviews are discredited here and there. As a matter of fact, they can underestimate the importance of useful information. E.g. more attractive or charismatic

candidates can be subconsciously considered as more suitable ones. In the survey, respondents marked an insufficient concentration on so-called soft skills and weaknesses of a specific candidate as the greatest disadvantage of conventional interviews. It is difficult to judge this only based on an organised interview. The old model can improve the following 5 techniques:

1. on-line assessment of soft skills,
2. competitions for a post,
3. interviews in an informal environment,
4. use of virtual reality,
5. video interviews,⁷

An online assessment of soft skills will measure such qualities as the teamwork or curiosity. In job competitions, companies pay to candidates for the work actually done in order to examine their skills hands-on. Ordinary interviews are moved into an informal environment at lunch and offer a unique view of the candidate's character. By means of virtual reality, companies make 3D simulations of the working environment in order to test the skills of candidates in a standardized way. Video interviews have become common practice in recruitment of talents from abroad in a much shorter time.

Why do companies support new interviewing tools?

- 69% in order to get a more realistic picture of the candidate's personality
- 59% in order for the candidates to give it a try and test themselves in the real work
- 47% in order to eliminate prejudice in conventional formats
- 26% in order to exclude candidates' lying about their skills

Data

The search for talents is not only about people but also about figures. Research has shown that data in any form has been increasingly used by HR officers and they plan to use it even more in the next two years. Data is no novelty but its multitude has been growing significantly; it is able not only to analyse but also to predict e.g. eligible candidates. In principle, data is used by businesses for two things: to find out how to understand a problem or how to make further growth possible. Research has shown that the most popular ones are questions related to employee turnover rate, comparison of employees' skills and wage or benefits offers. Dealing with the reason why an employee is leaving, the company can look at the staff opinion survey, 360 degree feedback, wage history or promotion history to find the answer.

Why do companies support the use of data?

- 56% in order to understand and reduce the employee turnover rate
- 50% in order to submit a better offer to candidates
- 50% in order to assess employees' skills
- 46% in order to understand what employees want
- 41% in order to plan human resources
- 39% in order to predict the success of a specific candidate
- 38% in order to assess the need of recruiting of talents
- 31% in order to compare themselves with competitors
- 29% in order to predict the demand for new posts.

Artificial Intelligence

Computers can be programmed in order to understand the data needed for the performance of a certain task, they are even able to improve it with increasing number of data. Artificial intelligence is a strong actor in the field of new technologies, from autonomously driven

⁷ Trendy vo výberoch vhodných kandidátov na rok 2018. [online]. [2018-05-06]. Available at : <<https://www.podnikajte.sk/manazment-marketing/c/3511/category/zamestnanci-a-hr/article/trendy-vyberu-kandidatov-2018.xhtml>>.

vehicles to search robots, and it offers a revolution in our working life. Even HR officers can feel the influence of these technologies. When you get 300 CVs and countless e-mails for one position, it is difficult to work quickly. However a software can read these CVs and dramatically speed up the procedure. So-called chatbots can answer the questions of candidates. There are large time savings from such activities and HR officers can pay much more attention to the work with people itself. Companies will always need employees to persuade, motivate, help them understand what they want and to build community and the culture. Paradoxically, the more technologies are used in doing so, the more time can be dedicated to the “human” part.

What do companies use artificial intelligence for?

- 58% for searching for candidates
- 56% for testing of candidates
- 55% for communicating with candidates
- 42% for planning of candidates for interviews
- 24% for addressing candidates
- 6% for interviewing of candidates

Diversity

Research indicates that diversity has been the most important but also the most accepted trend nowadays. Even though it is not such a significant topic with all groups in Slovakia as it is in the world, we do pay attention to it in view of the development on the global market. More than a half of global companies have been applying some of the diversity principles. Diversity can have many meanings. Companies focus on equal opportunities in employment irrespective of sex, race, age, education or religion. Even the groups of potential employees among people with disabilities can mean an opportunity for companies of which several local firms make active use. Despite the declared corporate culture, many companies are having difficulties choosing candidates from these groups. However, this can be a matter of looking at it from a different angle – HR officers may not look at correct places because there are e.g. women in engineering positions or people from another ethnic with higher qualification. However, the greater challenge is not to find this workforce but to keep it satisfied. It is important to build a kind of psychological safety that will allow employees to feel to be themselves as much as possible at work. If an employee does not feel as being part of a team and accepted by their surroundings, they will leave even the best job. Therefore, understanding and so-called social inclusion are further steps for companies in order to retain such employees. Research confirms that more diverse teams are more productive and innovative. Anyway, it makes no sense to support diversity, if the corporate culture itself is not like that.

Why do companies support diversity?

- 72% in order to support the corporate culture
- 62% in order to support the work performance
- 49% in order to represent the customer in a better way⁸

Conclusion

Human resources are a key element of every organization; they determine the success rate, creative potential, flexibility and competitiveness of an enterprise. A rapid adaptation to constant changes in the market environment is only possible with a quality staffing. Employees are the

⁸ *Trendy vo výberoch vhodných kandidátov na rok 2018.* [online]. [2018-05-06]. Available at : <<https://www.podnikajte.sk/manazment-marketing/c/3511/category/zamestnanci-a-hr/article/trendy-vyberu-kandidatov-2018.xhtml>>.

most precious asset a company has and owing to this growing significance, the need has appeared to pay adequate attention to human resources. The paper deals with the latest trends in the human resources management and personnel marketing that are used and simultaneously create room for increased labour efficiency with human resources and, thereby, they become a benefit in the competitive market environment and also in the war for a quality employee.

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Section:

Massmedia Communication

SOCIAL MEDIA AS A PART OF EVERYDAY LIFE AND THEIR RISKS AND PITFALLS

Zuzana Benková

Abstract

The contribution deals with the issue of social media and its influence to users. It describes social media as a part of everyday life of people, as a global phenomenon within the society. It explains how social media works and what are its main characteristics. The contribution is aimed at the interaction of social media and an individual. It describes the reasons of using social media, for what purposes it is used for and with what effects. Social media has intervened to peoples lives and has certain influence to users. The contribution deals with the issue of addiction, decreasing of productivity, changes in perception of reality and with the possibility to change opinions of users. It also describes the phenomena called disinhibition which is connected with anonymity as well as cyberbullying which has become spread phenomena among people using social media.

Key words:

Addiction. Anonymity. Cyberbullying. Disinhibition. Productivity. Reality. Social media. Social network. Virtual reality.

1 Social Media – Part of Our Everyday Lives

There is no doubt that social media has become the part of our everyday life. The aim of social media is to associate and develop the social contacts. We can say that it has become a global phenomenon within the society. It has the ability to influence various aspects of both lives of individuals and society as a whole. In recent years the phrase “social media” has become very popular and it is often the substitute of the phrase Web 2.0. Kaplan and Haenlein define social media as a group of the applications which are Internet-based and are built upon the bases of Web 2.0 conception and technology. They permit users to create and exchange their generated contents. We can define the Web 2.0 as a newly cooperative network, a set of open source, interaction and online applications which are controlled by users. The content is generated, absorbed, shared and compiled effectively and efficiently by users who promote the flow of ideas and knowledge. Social media enables people to have activities such as to publish digitally creative contents, to provide and acquire real time feedbacks by reviews or online discussions, to adjust and correct digital contents. Strauss and Frost claim that social media is a network, tool and platform which enables users to jointly investigate network contents, share their experiences and opinions as well as build up relations for commercial or amusement activities. Based on this we can reason social media characteristics:

- openness,
- participation,
- interaction,
- sharing,
- connectedness,
- creativity,
- autonomy,
- collaboration and reciprocity.¹

¹ JIAO, Y., GAO, J., YANG, J.: Social Value and Content Value in Social Media: Two Ways to Flow. In *Journal of Advanced Management Science*, 2015, Vol. 3, No. 4, p. 300.

According to the Oxford English Dictionary the term Social Media is defined as: “Websites and applications that enable users to create and share content or to participate in social networking.”² We can understand social networking as “a platform to build social relations among people who share interests, activities, backgrounds or real-life connections.”³ The fact that social media has been involved in our everyday life can be demonstrated on the case of journalism. Nowadays more than 50% of people get information about happening events, breaking news through social media. They do not read a traditional newspaper. Lowisz says that 65% of traditional media reporters use sites as Facebook or LinkedIn for story research and 55% of regular news readers read the paper mostly on a computer or smartphone.⁴ The term of social media is often confused with the term social networks. But we can describe social networks as a subgroup of social media. In social networks people interact with each other, users can build relationships with each other and join groups which create a network of relationships.

Social media has become an integral part of the world within last years. We can not think of communication without thinking about using Facebook, Twitter, Google+ etc. Especially, this is significant for young people. People have become very enthusiastic about using these new technologies. The frequency of communication via social media is increasing continuously. The reason for this can also be the possibility which social media is giving to people – to exchange news, information, to construct either public or semi-public profile, to connect with other users, to share their opinions, attitudes, to spread the content they like. In general, we can say that social media is the collective of online communications channels which are dedicated to community-based input, interaction, content-sharing and collaboration. We can mention some prominent examples of social media such as Facebook, Twitter, Google+, LinkedIn, Reddit, Wikipedia, Pinterest, Instagram, etc. To make the division of social media more clear and for better orientation within them Bian Solis has created the following social media chart. It is also known as the Conversation prism. This conversation prism was created with aim to track dominant and promising social networks and to organize them according to how they are used in everyday life, because social media has democratized information and shifted the structures of influence.⁵

² LOWISZ, S.: *The Influence of Social Media on Today's Culture*. [online]. [2018-04-23]. Available at: <<http://stevelowisz.com/wp-content/uploads/2014/02/The-Influence-of-Social-media-in-Todays-Culture-wp.pdf>>.

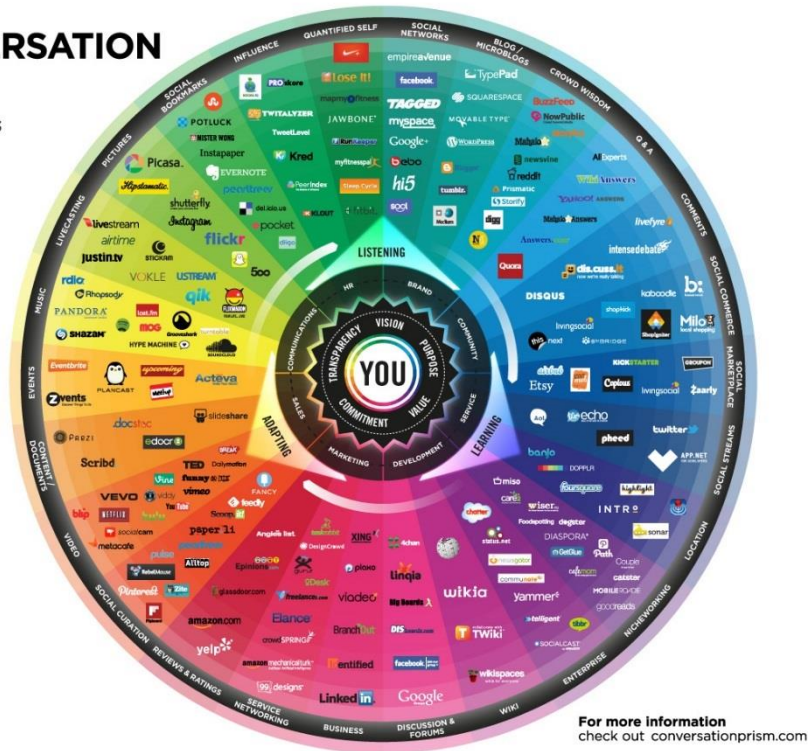
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⁴ LOWISZ, S.: *The Influence of Social Media on Today's Culture*. [online]. [2018-04-23]. Available at: <<http://stevelowisz.com/wp-content/uploads/2014/02/The-Influence-of-Social-media-in-Todays-Culture-wp.pdf>>.

⁵ *Conversation Prism*. [online]. [2018-04-24]. Available at: <<https://conversationprism.com>>.

THE CONVERSATION PRISM

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Picture 1: The conversation prism

Source: *Conversation Prism*. [online]. [2018-04-24]. Available at: <<https://conversationprism.com>>.

There is no doubt that social media has become part of people’s everyday lives. Social media is used for various purposes; it is changing our world. We can start with journalism, as mentioned above. 50% of people learn about breaking news via social media instead of reading a traditional newspaper. Social media is also used in law enforcement. Example to can be given in following. Four out of five police officers say that social media is used by them for investigative purposes, soliciting crime tips or notifying the public. Social media is also used for education, even in some cases it has been the reason of increasing the grades of students by 50% and has dropped the total number of absent students. Social media is very powerful when we talk about increasing the political awareness, they inspire people to vote. Interesting fact is that young adults are most likely to be politically active on social networks and the average Facebook user is six times more likely to attend a political meeting. We can not doubt that social media has intervned also into people’s private lives. People tend to share everything what they like. They share their personal data and meet new people. This is also the reason why and the way how the new relationships can be created. However, social media is also a good way to stay in contact with friends or family members who we are not seeing regularly. Social media can help people to find a job, almost 90% of companies use social media for recruitment, and, what we find to be interesting, one out of three employers reject candidates because of something they found on their social profiles. Of course, social media ia very important tool for business, advertising and marketing. Social media is offering us countless ways how to use it and for what purpose. Starting form hashtags to live streaming, comments,

responses, reviews, etc.⁶ The following picture demonstrates what advantages can be taken from the social media, what is the target group of each kind of social media, how can individuals use them, etc.



Picture 2: Social media infographic

Source: *Social Media Infographic*. [online]. [2018-04-24]. Available at: <<http://www.isabellakinkelaar.com/social-media-infographic/7bdrmqwecdr1y39dki7t529shjofr>>.

2 Why and How Much We Use Social Media?

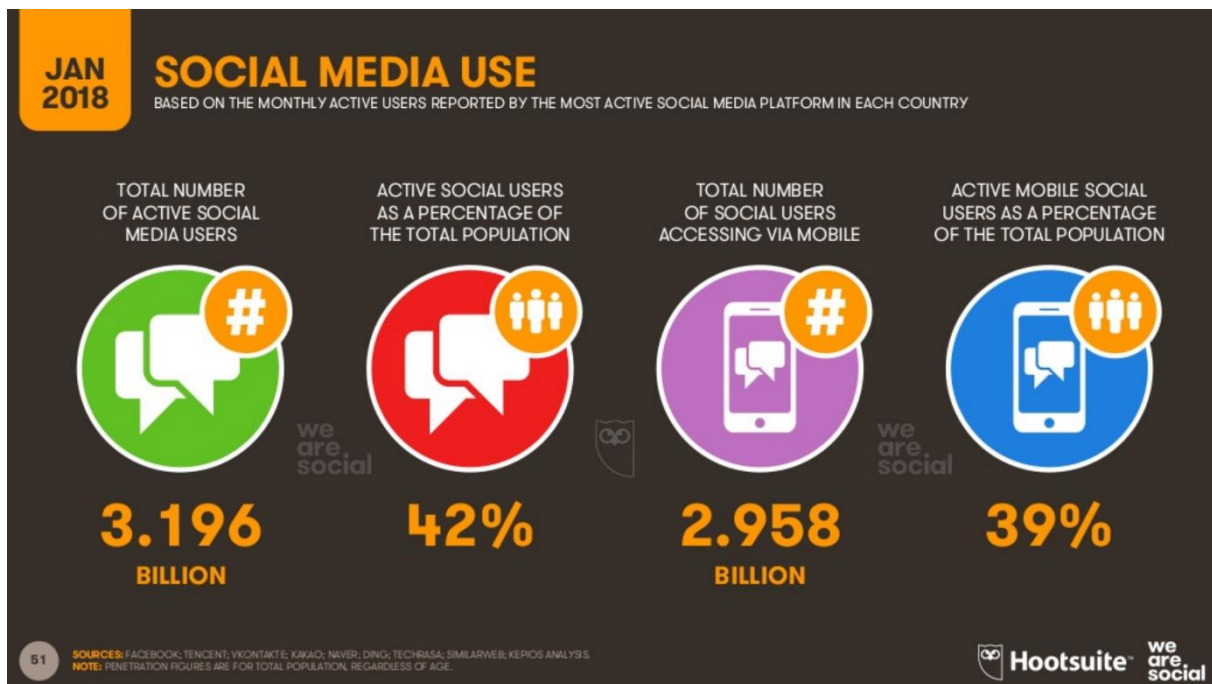
The knowledge of what social media is, for what it is being used and how many people use it leads us to the question “why?”. Why do people use social media? What is the reason of not just keeping on using it but also of increasing the amount of time spent with social media? Reasons can vary according to each individual. Anyway, we can mention the basic motions which can be responsible for deciding to use social media:

- An individual has an excessive amount of time.
- An individual can feel lack of traditional social ties and relationships.
- An individual considers social media to be a means of escaping the problems of everyday reality. This phenomenon is also called as “escapism”.
- An individual feels the fear of loneliness, which is the result of individual atomization in the information society.
- Social media or social networks represent for the individual a space for creating and experimenting with online identity.
- An individual is looking for entertainment.
- An individual expresses the narcissistic self-love.

One may easily conclude that the use of social media within people all over the world is increasing. Every year the number of people involved in online activities, online

⁶ LOWISZ, S.: *The Influence of Social Media on Today's Culture*. [online]. [2018-04-24]. Available at: <<http://stevelowisz.com/wp-content/uploads/2014/02/The-Influence-of-Social-media-in-Todays-Culture-wp.pdf>>.

communication, social media use is bigger and bigger. In January 2018 the total number of active social media user was more than 3 billion what represents 42% of the total population.



Picture 3: Social media use

Source: *Report Digital 2018: Online il 73% degli italiani*. [online]. [2018-04-24]. Available at: <<https://www.cepar.eu/blog/report-digital-2018-online-73-degli-italiani-31012018.html>>.

3 How Does Social Media Influence Us?

According to numbers of people using social media, we can not say that social media has not any impact on their users. It has become part of everyday life; it influences people whether they are aware of it or not. People are attracted by various contents shared on social media, as well as they create them. In general, talking about content on social media, one may easily conclude that the general attitude of user towards sharing content is a key indicator of his willingness to consider other people’s perspectives. Also the amount of time which spent on social media is connected with a willingness to change the views of users based on what others share. The power of social media is based on the ability to change people’s opinions, perspectives and attitudes. More time an individual spend on social media, the more likely may be the possibility of changing his or her viewpoint. The reason for that is that an individual faces and is exposed to multi-perspectives. This leads us to the fact the public can be swayed to a certain degree, based on that what they see on social media.⁷ Based on this we can consider the first risk of social media which is **the possibility to change the opinion of the people**. But there are more pitfalls and risk of social media use. There is very significant need of people to be accepted online, but using of social media can lead to dangerous situations. Almost everybody is online today and “researchers of Harvard University recently determined that the act of disclosing

⁷ *Social Media’s Influence*. [online]. [2018-04-24]. Available at: <https://www.quinnthomas.com/wp-content/uploads/2015/10/QUINN-THOMAS_SocialMedia-Insights_Final.pdf>.

information about oneself through social media activates the same part of the brain that is associated with the sensation of pleasure, the same feeling that we get from eating food, getting money, etc."⁸ One of the most dangerous pitfalls of social media is **addiction**. Even The Diagnostic and Statistical Manual of Mental Disorders evaluates the inclusion of "Internet Addiction Disorder" and some areas of China have Internet Addiction Camp.

The **decreasing of productivity** is also connected with using social media. For example, people spend two times more time on Facebook than they do exercising and 6 out of 10 workers visit social media sites at work.⁹ With time spent on social media we can talk about the **change in perception of the reality**. Virtual reality affects the real one, it intervenes into the real life, because almost everything what we are communicating virtually has some base in reality. But the problem appears when we are not able to distinguish between what is real and what is virtual. The risk lies in over-identifying an individual with the virtual world and creating a virtual identity.¹⁰ People who are more active in using social media can experience **psychic disorders** such as **antisocial behaviour, mania** or **aggressive behaviour**. Very often people experience **anxiety** or **depression** caused by excessive activity on social media. Anxiety can even increase, because an individual may feel the need to respond as soon as it is possible. Also in the case he or she can not handle the large amount of information or content they get from social media. There comes a problem when sorting information and determining its importance.

The time spent on social media or social network can lead also to phenomena called **disinhibition**. It is associated with the anonymity in which an individual can live his own virtual life. The user of social media or social network can act with using absolutely different name or nickname. He or she can create virtual environment which gives some kind of psychological or social protection. It is anonymity that makes people more brave, more courageous in virtual life than in real life. People often express their opinions that they would not actually express in real life. Social conventions are being not respected and moral and ethical principles are falling. The term of disinhibition is a commonly used term in the recent past in connection with communication on the Internet and use of social media. The main idea is that an individual loses his barriers, shyness and shame and is able to write, to share, to post something what he or she would not do in real life. This phenomena is supported by anonymity, invisibility, asynchronous communication and the creation of the idea how letter looks and neutralization of the status.¹¹ Using social media brings also risks connected to the ethics, concerning privacy, property, accuracy and accessibility.

⁸ LOWISZ, S.: *The Influence of Social Media on Today's Culture*. [online]. [2018-04-24]. Available at: <<http://stevelowisz.com/wp-content/uploads/2014/02/The-Influence-of-Social-media-in-Todays-Culture-wp.pdf>>.

⁹ LOWISZ, S.: *The Influence of Social Media on Today's Culture*. [online]. [2018-04-24]. Available at: <<http://stevelowisz.com/wp-content/uploads/2014/02/The-Influence-of-Social-media-in-Todays-Culture-wp.pdf>>.

¹⁰ GÁLIK, S.: *Možnosti a nebezpečenstvá komunikácie na internete*. Trnava : FMK UCM in Trnava, 2014, p. 24.

¹¹ GÁLIK, S.: *Možnosti a nebezpečenstvá komunikácie na internete*. Trnava : FMK UCM in Trnava, 2014, p. 24.

<p>Privacy</p> <ul style="list-style-type: none"> • Exposure <ul style="list-style-type: none"> ○ Location-based data ○ Preferences revealed through social graph data • Loss of control <ul style="list-style-type: none"> ○ interconnection between different platforms • Invasion of “private” space, perception of being intrusive • No possibility to opt-out • Information security • Identity theft 	<p>Accuracy</p> <ul style="list-style-type: none"> • Restrictions to free speech: censorship vs. curation • Lack of sufficient context can lead to misinterpretation and unintended meaning • Liability for defamation and harassment in user created content: <ul style="list-style-type: none"> ○ Flaming wars ○ Hate speech ○ Rumors • Loss of library’s reputation • Loss of patrons’ trust
<p>Property</p> <ul style="list-style-type: none"> • Ownership of user created content • Third party data collection and ownership of patrons’ usage data • Ownership of channel/medium • Copyright infringement • Permanence 	<p>Accessibility</p> <ul style="list-style-type: none"> • Exclusion <ul style="list-style-type: none"> ○ ICT tools, bandwidth, platform ○ Requiring users to create social media accounts ○ Language barriers • Assistive technologies for disabled • Availability of network

Picture 4: Ethical risks of social media use

Source: *Ethical Risks of Social Media Use*. [online]. [2018-04-24]. Available at: <https://www.researchgate.net/figure/Ethical-risks-of-social-media-use-in-academic-libraries-using-the-PAPA-model_tbl1_273204834>.

But when we speak about using of social media we should also mention another negative phenomenon which is mostly connected with social networks, or more generally, with communication through the Internet. This phenomenon is called **cyberbullying**. It can be described as a behaviour which is offensive or degrading and usually with aim to mentally hurt someone. It is a harsh way of harm because social networks provide the anonymity to users, so the victim knows who is “attacking” her or him just very rarely. Cyberbullying can be characterized as dangerous communication phenomena which is realized via information and communication technologies, which result in harm to victim.¹² Cyberbullying has become spread phenomena. It has even been the top child health concerns in US for last two years, over child obesity, drug use or stress. Over half of adolescents and teens have experienced cyberbullying (they have become victims) and one in four has been bullied repeatedly.

¹² VANÍČKOVÁ, P.: *Nebezpečné komunikační praktiky u dětí základních škol*. [Bachelor thesis]. Olomouc : Pedagogická fakulta, Univerzita Palackého v Olomouci, 2011, p. 20.



Picture 5: Cyberbullying 2018

Source: *2018 Cyberbullying Survey with Parents*. [online]. [2018-04-24]. Available at: <<https://medium.com/kindigo-app/2018-cyberbullying-survey-with-par>>.

As we mentioned above, social media has become very powerful means not only of communication, but it also intervenes into the people's everyday lives. In some way it is very useful, we can get information, stay in contact with other people, everything is more quick and effective. But, everything has its two sides, and it makes no difference when speaking about social media. It brings a various pitfalls and risks by which are its user endangered. That's why we should not stop thinking about social media also according to their negative aspects, which can influence our lives.

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ADVERTISING PERCEPTION OF THE PRESCHOL-AGE CHILDREN PARENTS

Jana Boušová

Abstract

TV screen gives the advertising mass coverage, combination of visual and audio medium, creative possibilities and last but not least an influence over audience-psyche, also over the youngest ones. Within the research method, the aim was to find out media literacy of pre-school children parents. Within the structured form of qualitative research, three sections have been examined. In the first one, advertisement perception within a family has been examined. If the advertisement has been perceived (from the parent's point of view) as positive, negative, or if parents do not deal with the advertisement at all. How do they explain media advertising; if their children have been influenced by advertising when choosing a product. Qualitative research was in the first place based on a finding out how the media education within a family is being applied, as the advertisement also takes certain place.

Key words:

Advertisement. Media. Media education. Parents. Preschool children.

1 Introduction

General education is a category conditioned by history and its' content responds to the needs of the society in a given period. Media education belongs to the younger layers of the general education. The aim of media education is media literacy or media competence. It is, as a matter of fact, summary of knowledge and skills needed for working and reality of life with media or media products. The function of today's media is to inform, entertain and convince. The ability to evaluate media message properly becomes as important as the ability to work with informational technology. For the definition of media literacy, in literature we come across to different attitudes to defining this term. J. Jiráček a R. Wolák call it "the dimension of current human"¹ and relate it to the "proper citizenship".² Person with media literacy is able to join a social life. J. Sladová defines media literacy as one of the forms of a functional literacy.³ D. Bína defines the term media literacy as managing of communication within using words, letters, sounds and pictures.⁴ Authors J. Jiráček a M. Mičienko define media literacy as "*file of general knowledge and skills needed for orientation in chaotic and non-transparent structured offer of media products, which create environment for current existing.*"⁵ We can say, that according to authors, media literacy is a comprehensive competence – acquired ability to "live with media", including knowledge (of media functioning, social role of media, ability to define the type of media message, knowledge of main media products) and skills. In the Czech Republic, media literacy is being perceived as basic competence, important for the life of person, living in the society influenced by mass-media production. For joining media communication, person must have competence for obtaining critical distance from mass created media production. Thanks to these competences, person is able to use media as source of information, fun

¹ JIRÁK, J. et al.: *Mediální gramotnost: Nový rozměr vzdělávání*. Praha : Cemes, 2007, p. 6-11.

² JIRÁK, J. et al.: *Mediální gramotnost: Nový rozměr vzdělávání*. Praha : Cemes, 2007, p. 6-11.

³ SLADOVÁ, J.: Komunikační a mediální výchova v kontextu osobnostního pojetí výchovy a vzdělávání. In MLČOCH, M. (ed.): *Komunikační výchova a školská praxe*. Olomouc : Pedagogická fakulta Univerzity Palackého v Olomouci 2012, p. 56-70.

⁴ See: BÍNA, D.: *Výchova k mediální gramotnosti*. České Budějovice : PFJU, 2005.

⁵ See: MIČIENKO, M., JIRÁK, J.: *Základy mediální výchovy*. Praha : Portál, 2007.

and learning. Media is financed largely by commercials-distribution. Economical determinateness of commercials comes into conflict with social functions of media.⁶

The most important group which is being under strong commercial pressure of commercial message, are children. Child viewer is in consumer way easy to manipulate and, in comparison with it, parents are easy to be overwhelmed by their children's pressure. Advertisement definition according to the act č. 40/1995 Sb. About advertisement regulation prescribes: „As an advertisement can be defined an announcement, performance or another presentation spread mostly per communication media, which has an aim of business activity supporting, mainly consumption or goods selling supporting, development, real estate rent or sale, sale or using rights or obligations, services providing supporting, trademark propagation.”⁷ „An advertisement, concerning persons younger than 18, must not:

- a) support behavior, that would endanger their health, psychic or moral development,
- b) use their special trust against their parents or legal representative or against another persons,
- c) show them in dangerous situations by inappropriate way.

An advertisement must not collide with good morals, especially must not contain any discrimination for racial-, sex-, or national reasons or attack religious- or national feelings, threaten morality by widely unacceptable mean, decrease human dignity, contain any elements of pornography, violence or elements using motive of fear. An advertisement must not attack political convictions. An advertisement must not support health harming behavior or behavior, that endangers safety of persons or property, as well as behavior harming the interests on protection of the enviroment.”⁸

2 Research Method

2.1 Theoretical Research Starting Points

There are following theoretical research starting points:

- a) pedagogical – where we can outcome from a Banduras' Theory of learning. Bandura assumes, that learning proceeds in social context with dynamical interaction of person and its surrounding. So called Bobo Doll Experiment held by Bandura proved, that children are being negatively affected by violence mediated by media. Children learn by imitation.⁹
- b) Psychological – at the pre-school children, there is an increased egocentrism, they have live-alike imagination and fantasy, where it comes to blending of imagination and reality. They adapt reality to own needs. It comes to the self-identity-awareness.¹⁰

⁶ See: MIČIENKO, M., JIRÁK, J.: *Základy mediální výchovy*. Praha : Portál, 2007.

⁷ *Zákon o regulaci reklamy*. [online]. [2018-01-05]. Available at: <<http://www.asociaceautoskol.cz/admin/files/File/Zakony/1995-40-o-regulaci-reklamy.pdf>>.

⁸ *Zákon o regulaci reklamy*. [online]. [2018-01-05]. Available at: <<http://www.asociaceautoskol.cz/admin/files/File/Zakony/1995-40-o-regulaci-reklamy.pdf>>.

⁹ BANDURA, A.: *Social Foundations of Thought and Action: A Social Cognitive Theory*. New Jersey : Prentice-Hall, 1986, p. 617.

¹⁰ See: LANGMEIER, J., KREJČÍŘOVÁ, D.: *Vývojová psychologie*. 2nd Edition. Praha : Grada Publishing, 2006.

- c) Social-psychological – the proces of socialisation, when it comes to individuals' integration into the society. Awareness of time spent in the kindergarten (duty) and of time spent with family (free time).¹¹
- d) Mediological – *Uses and gratifications theory* – deals with the question „What do people do with media“? What actions do people do with media and what do they use them for. This theory assumes, that the audience is not only passive recipient of the media content.¹²

For the research method, the method of qualitative research has been chosen. The structured form was used. 75 families with pre-school children took part of the qualitative research. The form has been divided into three sections. First section consists of general information. Parents' age, education, siblings, grandparents, leisure time activities within the family. Second section concentrates on using media, finding out of propriety and impropriety of the media, parental control of the media content. Final part concentrates on TV Diary. The research was held in 2016/17, 100 forms have been used, 75 have been returned. Addressed respondents should fulfil one common criterion – to take care of preschool age child or children (at the age from 5 to 7 years). The forms have been processed in ATLAS.ti. The analysis of already collected data and records brings in my thesis the disadvantage, that, as researcher, I have no opportunity to affect the planning, process and mainly the research design. These follows consequence as e.g. information incompleteness to answer the research questions. Another potencial research limit is low representativity of the sample caused by data validity, primarily caused by local delimitation of the study and limited data validity, primarily the possibilities-reduction of how to know the context (e.g. family tradition).

Aim of the research is to find out media literacy of pre-school children parents. The aim of media education is media literacy or media competence. It is, as a matter of fact, summary of knowledge and skills needed for handling with media or media products. Aim was to find out, if the parents are aware of the fact, that the children are target audience of the advertisements, that the advertisements address primarily on children and how do they handle this fact, if they are aware of it. Results: From the data-analysis we can see the correlation between awareness of media literacy importance and parents' level of education. The function of today's media is to inform, entertain and convince. The ability to evaluate media message properly becomes as important as the ability to work with informational technology. In the research (in the pre-research) the varieties of reactions on the advertisement offered in media were observed. Also different methods of parents and children communication about advertisement were observed and last but not least the fact of parents' awareness of child being affected by advertisement. The results of research were processed into graphs to make the interpretation of the different respondents' groups' results clearer. The graphs do not have the value of representative quantifying data.

¹¹ See: NAKONEČNÝ, M.: *Sociální psychologie*. 2nd Edition. Praha : Academia, 2009.

¹² See: McQUAIL, D.: *Úvod do teorie masové komunikace*. Praha : Portál, 2009.

When advertisement is on TV

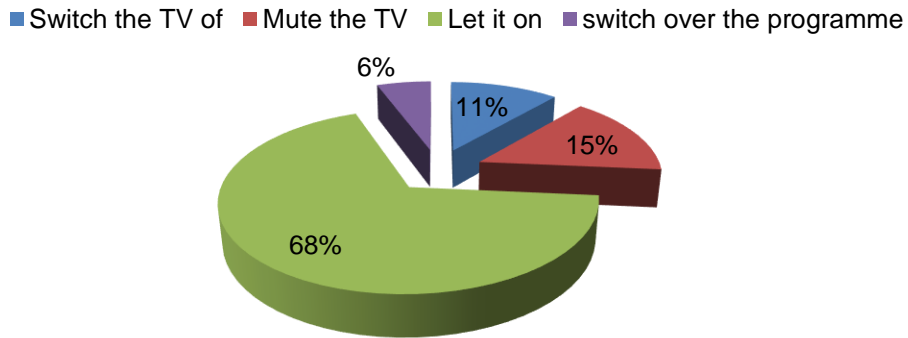


Chart 1: „When advertisement is on TV“

Source: Own processing

From the results of the first question „When advertisement is on TV“ we can see, that 68% of parents let the advertisement on, 15% respondents mute the TV, 11% of the respondents switch the TV of and 6% of the respondents switch over the programme, when a TV spot is on. When we look closer on the results according to the highest level of the education completed (of the preschool-children parents).

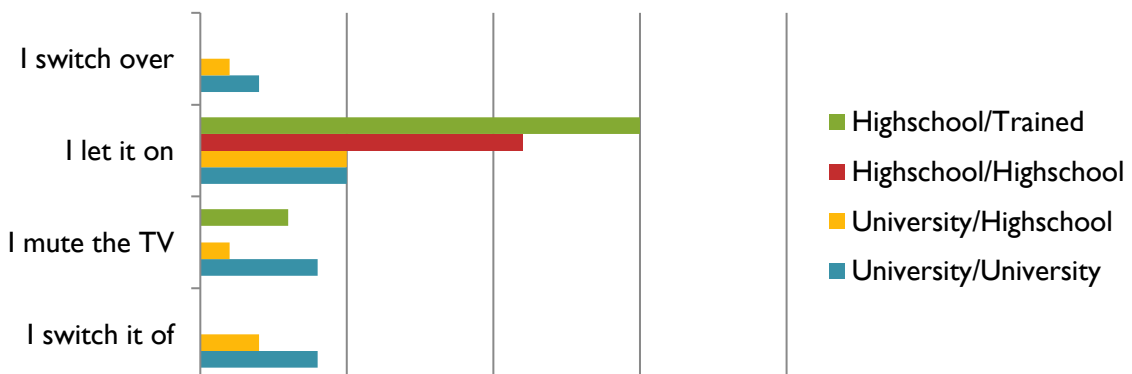


Chart 2: When an advertisement is on TV - according to parent’s education

Source: Own processing

When we sort this question into groups according to parents’ education, the results show clear, that parents with lower level of the education completed do not deal with the fact, if advertisement is on TV or not. They let the advertisement on. Parents with higher level of the education completed mute the TV or switch the TV of.

Do you explain the children, what advertisement is?

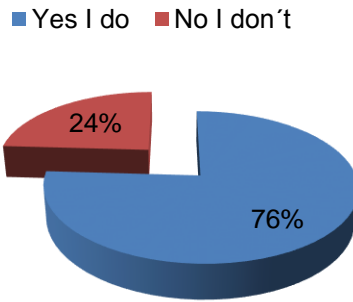


Chart 3: Do you explain the children, what advertisement is?

Source: Own processing

Second question tried to find out, if parents explain, what advertisement is. 76% of the respondents admitted, that they explain, what advertising means. 24% of respondents did not solve the explanation. This question also has been divided into groups according to the level of the education completed.

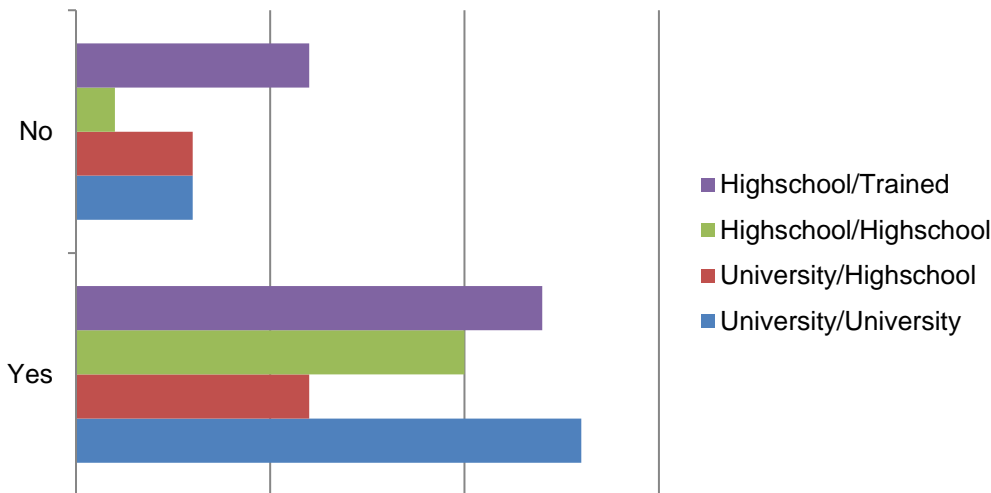


Chart 4: Do you explain the children, what advertisement is? - according to parent's education

Source: Own processing

This question also shows, that parents with highest level of the education completed (university and highschool) try to explain the children, what advertising information is and what purpose it has. Most frequent answers on what is advertisement (spot):

- Advertisement is deceptive; it wants us to buy the product.
- Effort of companies bosses to point out on their products.
- Toy advertisement makes the children to demand it from their parents.

The purpose of advertisement is, to acknowledge the product to as many people as possible and make them buy it.

Do your children choose the products according to adverts

■ Yes,they do ■ No, they don't ■ Sometimes

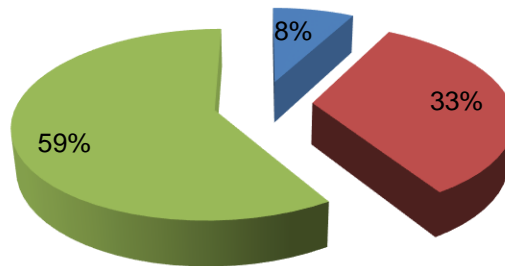


Chart 5: Do your children choose the products according to adverts?

Source: Own processing

From this question, if children do choose their products according to adverts, follows the information, that 59% of children do sometimes, but not regularly, choose some product seen in advertisement on TV. 33% of children don't ever buy products according to an advertisement and 8% was the answer yes, they sometimes buy products according to an advertisement.

If you're interested in some advertisement, do you , buy this product?

■ Yes, I do ■ No, I don't ■ On sb's recommendation ■ Never

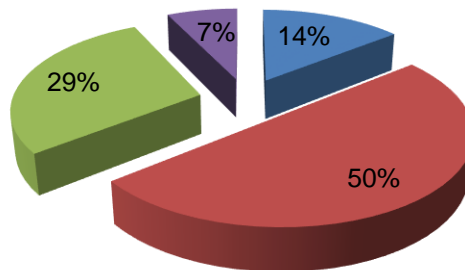


Chart 6: If you're interested in some advertisement, do you , buy this product?

Source: Own processing

This question was aimed directly on the parents, if they buy products according to some advertisements. 49% of parents don't do shopping according to an advertisement, 28% of parents do, if someone recommends this product to them. 14% do the shopping according an advertisement and 9% do never.

2.2 The Results of The Research Method

On the example of advertising spots and their consumption is the applying of media education in the family, more precisely its status and chance on development in pre-school family education being observed. From the data-analysis we can see the correlation

between awareness of media literacy importance and parents' level of education. In the research method has been found out that the media literacy is an important part of family education. The higher parent's level of education completed the higher awareness of possible risks mediated by TV. Parents are aware of advertisements' influence on their descendants. Concerning the advertisements' influence on the pre-school children, they choose product they want to buy, according to the advertisement. Also the parents on their own are under the advertisements' influence, however, they rationalise it by using opinion leader – it means, if someone recommends the product to them. Then, under the condition that family education is being applied, there comes the method of shared watching and conversation in front of the TV from the research method.

Conclusion

In the research method has been found out that the media literacy is an important part of family education. The function of current media is to inform, entertain and convince. For the parents, the ability to correctly evaluate media information becomes very important part of today's life, same as to handle with information technologies. And it is also inseparable part of family education. The Urge of media literacy is being perceived as basic competence, important for living with media. User of media production should be able to have control over the media information and to controll the correctness of media information and their value validity. Media literacy achieving is the aim of media education, into which, the knowledge and skills necessary for living with media are projected.

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GENDER STEREOTYPES IN TELEVISION PRODUCTION

Zuzana Bučková

Abstract

The submitted study focuses on the issue of the presence of gender stereotypes in television production. Considering the extensiveness of the analysed issue, dramatic and comedy programmes, i.e. mainly genres like a television serial and a sit-com, have become the centre of the theoretical reflection. The paper aims at presenting the definition framework of the researched issue, concretely an explication of the terms “sex”, “gender”, “gender stereotyping”, as well as “television”, “television serial”, and “sit-com”. However, apart from defining the relevant terms connected to the gender stereotyping issue, it is also our ambition to point out the possible occurrence of this phenomenon in the products of media reality. The partial goal of the study is to clarify the terminology necessary to achieve the main objective of the paper which is to prove the presence of gender stereotypes in television comedy and dramatic production, while not forgetting the critical views of authors on the examined problem. The set objectives are being fulfilled through using the methods of logical analysis – induction, deduction, analysis, synthesis, comparison, abstraction, concretization, and generalization.

Key words:

Gender. Gender stereotyping. Sex. Sit-com. Stereotype. Television. Television serial.

Introduction

Media reality nowadays can be described as a fixed part of an every-day reality. It is a kind of reality that simulates the authentic reality and constructs some kind of own reflection of events, actions or situations. Media reality is presently created by all existing types of media like press, radio broadcasting, television or multimedia. They mostly aim to fulfil certain functions (information, entertaining, cultural, social, or agitation) which cause the saturation of needs of individual recipients. Despite an apparent expansion of multimedia, we have focused our attention on the medium of television. Our object of research has been determined by the fact that television could still be described as a medium used by the most varied group of users. Besides obvious positives, this medium also has many undesirable factors, the presence of gender stereotyping in concrete television contents regarded as one of them. Gender, and the stereotypes connected to it are becoming a subject of many discussions and the issue in question could be mapped within the socio-cultural reality since time immemorial. An initiative to solve this issue, or to ask questions about gender equality or inequality, has been taken mainly in the 21st century. It was not until then, that particular institutions and associations participating on an active elimination of gender inequality from cultural and socially determined reality have started to be formed. In Slovakia, it was mainly the European Institute for Gender Equality or a women’s association *Aspekt*. However, gender stereotyping remains to be an interesting phenomenon even today. It is made interesting by the contrast in opinions regarding this issue. Some consider it a strictly negative phenomenon that confirms erroneous information concerning actions and behaviours of a particular gender. On the contrary, others state that individuals of female and male sex must, or should, behave stereotypically and that the stereotype is, in a way, a tool or an outline for the reactions and actions to be socially acceptable. The subject of the discussion is, therefore, a closer explication of the issue of gender stereotypes found in the products of media reality.

The main objective of the theoretical reflection is to clarify the presence of gender stereotyping in television production. We focus our attention on presenting the definition framework of principal terms like “sex”, “gender”, “gender stereotyping”, “television”, “television serial”, and “sit-com”, as well as on critical positions of media theoreticians on the discussed topic. To achieve the objective from the methodological point of view, we apply logical-conceptual procedures, looking at the observed issue of gender stereotyping through the theoretical work of H. Pravdová, J. Cviková and J. Juráňová, Z. Kiczková and M. Szapuová, P. Douglas, R. Dyer, J. Fiske and many others. On the basis of using the relevant and actual sources we are able to map the current state of the issue in question.

1 Definition Framework of The Researched Issue

Sex is one of the two elementary biological and sociological characteristics of every individual, commonly used as the basic attribute for classification of population.¹ The sex consists of primary sexual characteristics (reproductive organs) and secondary sexual characteristics (body proportions, hair distribution etc.), but also genetics and hormones (hormones like oestrogen or testosterone). It is simply a factor that differentiates people as male or female.² A. Oakley also states that by sex we understand mainly the visible distinctions in genital organs and connected differences in reproductive function, as well as chromosomes, hormones, i.e. sexual characteristics on the whole.³ The term in question can be complexly defined as a biological predisposition of whether, from an anatomic point of view, an individual is male or female; or a complex of features conditioned by the nature. However, this understanding of a biological sex is, at present, subjected to considerable criticism.⁴ J. Cviková states that in the majority of cultures, a name of a person already clearly announces an assignment of its holder to one of the two sexes. This representative thus becomes a part of a gender-specific socialization. A name is considered a complex cultural construct close to the cultural sex – gender.⁵ This problem has become a centre of interest of the Birmingham school, i.e. a critical cultural theory. This movement has visibly started to focus on the issue of the role of sex in the process of socialization,⁶ i.e. on the question of gender.

The term “**gender**” has its etymology in the German and English language. In Slovakia, its equivalent, the term “**rod**” has started to be used.⁷ H. Pravdová presents an unambiguous definition of the term “gender”. *“Gender is a term representing social and cultural differences, as well as relationships between men and women. They are conditioned by the society, constructed by the culture and are not constant, as they can change in time and space. For this reason, gender is a result of a construction arising against a background of society’s level of development, and a concrete character of social relationships between*

¹ MAŘÍKOVÁ, H. et al.: *Velký sociologický slovník*. Praha : Karolinum, 1996, p. 781-782.

² *Rod a pohlavie*. [online]. [2018-04-09]. Available at: <<https://genderideologia.wordpress.com/vysvetlenie-pojmov/rod-a-pohlavie/>>.

³ OAKLEYOVÁ, A.: *Pohlaví, gender a společnost*. Praha : Portál, 2000, p. 121.

⁴ *Pohlavie (sex)*. [online]. [2018-04-09]. Available at: <<http://glosar.aspekt.sk/default.aspx?smi=1&ami=1&vid=156>>.

⁵ CVIKOVÁ, J.: *Nerodíme sa ako ženy a muži*. In CVIKOVÁ, J., JURÁŇOVÁ, J. (eds.): *Ružový a modrý svet*. Bratislava : ASPEKT, 2003, p. 10.

⁶ McQUAIL, D.: *Úvod do teórie masovej komunikácie*. Praha : Portál, 1999, p. 126.

⁷ CVIKOVÁ, J., JURÁŇOVÁ, J.: *Feminizmy pre začiatovníčky. Aspekty zrodu rodového diskurzu na Slovensku*. Bratislava : ASPEKT, 2009, p. 13.

women and men.”⁸ The term gender, however, could be comprehended in three basic meanings, i.e. as a biological sex, as a sexual identity, or belonging to male or female sex that an individual identifies with, and, finally, in the meaning of social sex. Social sex mainly means a socially accepted norm of feminine and masculine behaviour, or alternatively it defines what is feminine and masculine.⁹ G. Dudeková concretely asserts that “gender is not a biologically unalterable predisposition that an individual is born with, but a complex of norms and practice enforced and implemented by each society towards men and women. It is not a stable category, it changes as a consequence of development of the society and is constituted in the process of socialization of an individual, mainly by their upbringing.”¹⁰ Z. Kiczková sums up that gender, therefore, represents socio-cultural differences between sexes, i.e. a man and a woman, which are not natural but vary within the society and between societies. Gender simply points out the differences between men and women produced by the society.¹¹ A category of gender as a complex of characteristics, features and actions is, however, not only generally attributed to men and women. Both sexes often identify with it. Gender is a plastic category formed on the basis of up-bringing, language, education and influences of the external environment.¹² Based on the aforementioned definitions it could be asserted that gender is a socially accepted instrument of underlining the disparateness of the male and female sex. However, we must mention that the category of gender is not fixed, considering the continual emergence of new stereotypes ascribed to both men and women. Many authors, nevertheless, regard the discussed phenomenon as a negative occurrence in the society. The negative aspect of the phenomenon is underlined by the fact that gender stereotypes dominating our socio-cultural reality are consequently being transformed into mass media products and are being watched by heterogeneous groups of consumers.

Stereotypes generally express general judgements, ideas and values of a society or a culture. J. Jiráček and B. Köpplová claim that evaluation judgments in the mind of an individual which are stable and connected to a feeling of stability are called stereotypes. Therefore, by a stereotype we understand a social classification of certain groups and their representation through simplified attributes that explicitly or implicitly constitute a collection of values and assumptions about behaviour of these groups.¹³ R. C. Atkinson considers a stereotype a complex of opinions about personality traits or physical characteristics of a whole group of people.¹⁴ Z. Vybíral further classifies stereotype as a cognitive-emotional category. It can be dominated by either a cognitive component or a component of emotional judgement, i.e. discrimination due to fear, feelings of pity, empathy, etc.¹⁵ Stereotypes as opinions and attitudes that are relatively fixed, difficult to eliminate, having a strong emotional content are passed down from generation to generation.¹⁶ This is what stereotypes with a qualifier “gender” are.

⁸ PRAVDOVÁ, H.: *Determinanty kreovania mediálnej kultúry*. Trnava : FMK UCM in Trnava, 2009, p. 90-91.

⁹ KAMENSKÝ, M.: *Sex, gender, ilúzia a klamanie od detstva*. [online]. [2018-04-09]. Available at: <<http://martinkamensky.blog.sme.sk/c/339650/Sex-gender-iluzia-a-klamanie-od-detstva.html>>.

¹⁰ DUDEKOVÁ, G. et al.: *Na ceste k modernej žene*. Bratislava : Veda, 2011, p. 11.

¹¹ KICZKOVÁ, Z.: Rod vo feministickom diskurze. In KICZKOVÁ, Z., SZAPUOVÁ, M. (eds.): *Rodové štúdiá. Súčasné diskusie, problémy a perspektívy*. Bratislava : Centrum rodových štúdií – FF UK, 2011, p. 35.

¹² *Rod a pohlavie*. [online]. [2018-04-09]. Available at:

<<https://genderideologia.wordpress.com/vysvetlenie-pojmov/rod-a-pohlavie/>>.

¹³ JIRÁK, J., KÖPPLOVÁ, B.: *Masová média*. Praha : Portál, 2009, p. 299-300.

¹⁴ ATKINSON, R. C. et al.: *Psychologie*. Praha : Victoria Publishing, 1995, p. 337.

¹⁵ VYBÍRAL, Z.: *Psychologie komunikace*. Praha : Portál, 2005, p. 78-79.

¹⁶ PRŮCHA, J.: *Multikulturní výchova. Teorie – praxe – výzkum*. Praha : ISV nakladatelství, 2001, p. 35-36.

Z. Kiczková gives a definition of **gender stereotypes** and states that “they comprise of an informal structure of power which can be understood as norms that are ascribed as desirable/undesirable, or right/wrong to attributes, behaviour and actions of either men or women in an everyday consciousness of society.”¹⁷ It is, however, a matter of consideration whether these ingrained thoughts, in this concrete case about the category of gender, are positive or negative, or whether it is better to be a herd member of a society or an individual not following a predefined pattern of thinking. Regardless of the positive side of stereotypes or the possible risks they might bring, they have remained present in society until now. C. M. Renzetti and D. J. Curran in their publication speak of basic stereotypes of a role of a man and a woman in society which they call a “public man” and a “private woman”.¹⁸ From the aforementioned it is obvious that there is inequality not only among nations, religions and cultures but also in a relationship between a man and a woman. Men possess a higher value and power, they represent perfection and superiority. Women, on the other hand, are representatives of inferiority, imperfection and subordination.¹⁹ An image of a “right man” evokes his ability to support his family financially, make independent decisions, be enterprising and excel at work, be an authority in family and be physically strong. Traits of an “ideal woman” imply household maintenance, sensibility, mildness and beauty. We can also encounter an idea of so-called universal characteristics, belonging to both sexes, like tolerance, prudence and good manners.²⁰ Other common stereotypes in the contemporary society include statements like: men are strong and do all the work, women are not as smart and clever as men and therefore are not as good in their jobs as men. Women are not inclined towards sports and men towards neatness. For this reason, stereotypes are regarded more as risks occurring in the society, culture. They do not encourage success but more often lead to bullying and hate, and fear on the victim’s side.²¹ J. Robles claims in his article that stereotypes present a considerable problem in our society. They represent something like a label of how a person should act, live, according to their gender, race, personality and other attributes.²² Stereotypes of different kinds, in our case mainly the gender ones, can be found on heterogeneous levels (work, home, leisure time etc.) of social life. The culture itself is not the only determinant of them, as their existence is emphasized by the ever-present media reality. One of the means of its transmission is the television.

Within a broad context, **television** is a mass medium providing a wide variety of content easily accessible by a large mass of people.²³ Specificity of this medium stems from the possibility to watch a certain event at the same time it is really happening at some distant place. The advantage of the television also lies in its ability to overcome distance in time and space. The television process of image and sound transmission over distance

¹⁷ KICZKOVÁ, Z.: Moc rodových stereotypov. In KICZKOVÁ, Z., SZAPUOVÁ, M. (eds.): *Rodové štúdiá. Súčasné diskusie, problémy a perspektívy*. Bratislava : Centrum rodových štúdií – FF UK, 2011, p. 123.

¹⁸ RENZETTI, C. M., CURRAN, D. J.: *Ženy, muži a spoločnosť*. Praha : Karolinum, 2003, p. 187.

¹⁹ KICZKOVÁ, Z.: Moc rodových stereotypov. In KICZKOVÁ, Z., SZAPUOVÁ, M. (eds.): *Rodové štúdiá. Súčasné diskusie, problémy a perspektívy*. Bratislava : Centrum rodových štúdií – FF UK, 2011, p. 123.

²⁰ MESEŽNIKOV, G., IVANTYŠYN, M.: *Slovensko 1998 – 1999. Súhrnná správa o stave spoločnosti*. Bratislava : Inštitút pre verejné otázky, 1999, p. 655-656.

²¹ *Stereotype Examples*. [online]. [2018-04-10]. Available at: <<http://examples.yourdictionary.com/stereotype-examples.html>>.

²² ROBLES, J.: *Stereotypes: A Big Problem in our Modern Society*. [online]. [2018-04-10]. Available at: <<https://medium.com/collection-of-essays/stereotypes-a-big-problem-in-our-modern-society-4137a916b2c6>>.

²³ POTTER, W. J.: *Media Literacy*. New York : Sage Publications, 2005, p. 38.

combines the possibilities of radio and film. This feature is, however, not being applied equally in every genre broadcasted by television. The aforementioned principle of the television is used to its full potential during the broadcast of unrepeatable events, such as sports competitions or social events. The main tool of expression is therefore a language of an image.²⁴ However, this medium also provides many other functions like e.g. informational-learning, recreational-resting, educational, regulative, edification, hedonistic, directive, and others. It also fulfils tasks within the complex of aesthetic, cultural, political and civil activity. Its effects can also be perceived in social awareness formation,²⁵ which it achieves by broadcasting a heterogeneous content, or various genre kinds. Among the most consumed by the viewers are the contemporary genres like television serial and sit-com.

Television serial generally means any dramatic format with a continuous plot which unfolds in several episodes and its main characters are developing throughout the process.²⁶ It can also be defined as a piece of art made public and broadcasted in certain time intervals, consisting of several episodes.²⁷ U. Eco describes a serial as a story based on a so-called settled situation, because, according to him, there are only a few main characters and they do not change. The supporting characters are being replaced with an aim to make an impression of a varied story although the storyline remains basically the same. While watching the serial, a viewer finds themselves in a seemingly different story. In reality, they are only meeting their desire to watch the same story again.²⁸ A television serial has several subgenres. One of these forms of a serial is the so-called series. The main characteristic of a series is an establishment of the main puzzle of the story (e.g. a murder) and its consequent solution within one episode. It differs from a serial also by the fact that the characters do not change and the individual episodes of the series appear autonomous.²⁹ The second type of serial is a saga, which tells a story of a family. The difference between it and a serial is that in a saga, the characters grow old (e.g. a serial Dallas).³⁰ A specific form of a television serial production is also a miniseries. We could say that it is a television drama whose compact text is divided into several parts, layering narration and using so-called hooks. It differs from a serial by the element of authorship being a very important part.³¹ On the other hand, P. Douglas divides a serial into three categories – anthologies, series with a conclusion, and serials. Anthologies are stories released freely, the episodes not being interlinked, similarly to short films. A series with a conclusion continues with the same actors but with a new situation which the characters solve – close, at the end of an episode. The majority of episodes have some kind of a closure, although individual parts further continue in other story-lines. The last category is the serial that is released every day. New episodes are released in a rapid succession. Its characters are stereotyped with a very bad dialogue which results in unbelievably

²⁴ LANDISCH, E.: *Dramatická televizní tvorba. Televizní postupy z hlediska hlavního kameramana*. Praha : Státní pedagogické nakladatelství, 1988, p. 7.

²⁵ TUŠER, A.: *Praktikum mediálnej tvorby*. Bratislava : Eurokódex, 2010, p. 190.

²⁶ DOUGLAS, P.: *Writing the TV Drama Series: How to Succeed as Professional Writer in TV*. California : Studio City, Michael Wiese Productions, 2014, p. 16.

²⁷ MRLIAN, R. et al.: *Encyklopédia dramatického umení Slovenska 2*. Bratislava : Veda, 1990, p. 308.

²⁸ ECO, U.: *Meze interpretace*. Praha : Karolium, 2005, p. 96.

²⁹ ELLIS, J.: *Visible Fiction*. New York : Routledge, 1982, p. 122.

³⁰ ECO, U.: *Meze interpretace*. Praha : Karolium, 2005, p. 97-98.

³¹ KAMINSKY, S. M., MAHAN, J. H.: *American Television Genres*. Chicago : Nelson-Hall, 1985, p. 35.

unpleasant situations.³² From the abovementioned subgenres, the series can be regarded as the most frequent form of a television serial. It offers stories of one hero that are concluded at the end of every episode and, in the following episode, the main character solves a new problem built similarly as the previous one.

When paying attention to a medium of television, we encounter a relatively commonly offered product – a genre of sit-com, which has started operating on a media market only recently. This relatively young type of genre, whether created by Slovak or foreign production, enjoys viewer popularity similar to the aforementioned television serial. “**Sit-com** is the most expressive example of television entertainment implementation from among the fictional genres. It is of an entertainment character which enhances direct reactions of an audience, or added sounds, mainly a laugh track.”³³ It is a type of a radio or television character which shows daily life and is based on a verbal and situation comedy stemming from the protagonists’ nature and unpredictable life situations.³⁴ H. Himmelstein defines sit-com as one of the prime attractions of television that lasts approximately 23 minutes of broadcasting and is divided into two parts, each reflecting a different event but with the same characters.³⁵ S. Štroblová summarizes that sit-com is a serial which, in every episode, combines humour with a well-invented situation. Individual episodes do not follow the previous ones, meaning that the spectator does not need to know the story of the previous episode. According to her, it is important for the recipient to know the characters.³⁶ Put simply, situation comedies, in an approximately thirty minutes long sequence, show a stereotyped characters that lack ability to change or modify their surroundings, because they present a constant repetition of an identical or similar action in a comical way.³⁷ Although humour can be considered the biggest positive of a sit-com³⁸, paradoxically, a clear negative connected to the most positive side of this genre – humour, is banalisation. The discussed type of media reality using comical aspect tries to lighten all situations presented in the story. It is also a problem that majority of situations take place mainly in a family environment, i.e. at home, or at a workplace. And from these environments a recipient is supposed to be inspired by a “model” behaviour of the characters. Situation comedy and a television serial can be complexly described as having significantly high viewer ratings and, consequently, being among the most frequently aired television genres. We also find it important to mention that, although the analysed media formats meet the needs of their users (a need for entertainment, cultural need, need for information etc.), at the same time they actively affect their thinking and behaviour in an obviously negative way (rise of a gender-stereotyped behaviour, violent or sexist actions etc.).

³² DOUGLAS, P.: *Writing the TV Drama Series: How to Succeed as Professional Writer in TV*. California : Studio City: Michael Wiese Productions, 2014, p. 15-16.

³³ MIKULÁŠ, P.: *Reality TV*. Bratislava : Iris, 2011, p. 47.

³⁴ GREGOVÁ, R., RUSNÁK, J., SABOL, J. S.: *Interpretácia textov elektronických masových médií. Stručný terminologický slovník*. Prešov : Filozofická fakulta Prešovskej univerzity, 2004, p. 114.

³⁵ HIMMELSTEIN, H.: *Television Myth and the American Mind*. New York : Praeger, 1984, p. 77.

³⁶ ŠTROBLOVÁ, S.: *Film a televize jako audiovizuální zprostředkování světa. Filmová a televizní dramaturgie a programová skladba*. Praha : Univerzita Jána Amose Komenského, 2009, p. 116.

³⁷ MILLS, B.: *Television Sit-com*. London : BFI Palgrave Macmillan, 2005, p. 18.

³⁸ GOGOŤOVÁ, L.: Situačné komédie – nesmrteľný fenomén popkultúry. In MAGÁL, S., MIKUŠ, T., SOLÍK, M. (eds.): *K problémom mediálnej komunikácie III*. Trnava : FMK UCM in Trnava, 2010, p. 70.

2 Presence of Gender Stereotyping in Television Production

The fact that media have gradually become the vital source of information in a modern society has an influence on people today, their communication, integration, and life because media products routinely use them in the process of forming their own identity and create notions about their position in the world and about the world itself.³⁹ By their activity, mass media intensively contribute to stereotypical perceptions of different social groups. Therefore, it is highly probable that in situations of which the recipients do not have their own experience they might regard perceptions offered by media as reality. However, we often do not realize that media do not reflect social reality but they considerably deform it.⁴⁰ In connection with the analysed issue, Z. Kiczková states that media products are often a reflection of traditional gender stereotypes. A traditional stereotype about women reflects a low social status of women combined with a cooperative dependency on men mainly in family, domestic and partnership meanings. A traditional stereotype presents a man as the one of a higher social status in combination with a competitive orientation towards women, mainly in the career area.⁴¹ P. Binková in her article has also outlined a media discourse of displaying women. Identity of a passive, shopping, devoted consumer is clearly being ascribed to the female sex. On the contrary, a man is an actively creating individual, the producer, steering clear of everything uncivilized and low.⁴² A woman is always, i.e. in both media and reality itself, described in an obvious role – taking care of family members, not only children. Putting women into family environment is assessed by the theoreticians as natural, accepted as a matter-of-course and argued biologically.⁴³

H. Pravdová also states that a feminine and masculine principle is present in media messages and content. It is a phenomenon called “gender television”. It is presented mainly in the stories of TV serials, mainly in the categories of soap opera and sitcom. The resulting effect of watching these formats is a legitimisation of values existing in the women’s world. Women start to abide by these values in real lives and improve their self-esteem within the dominant masculine model. Serials with an extreme amount of episodes provide many plots, unpredictable twists and turns and a possibility to peep into personal sphere of the actors of the story. Through them, the female audience gets a possibility of a peculiar way of self-defence and rationalization of their status. Thanks to relatively simple stories, they justify the importance and meaning of their household work and offer arguments for accepting the dominant patriarchal model of culture.⁴⁴ Interestingly, some cultures are able to build empires by exporting their products abroad. These empires are built on certain ideas. If, for example, American cartoons are being sold abroad, it means that the country that buys them consumes not only the stories but also ideas of the culture. An American serial *Bonanza* can be considered the most widely known example. This serial aired in almost every country with existing television broadcasting. It could have been seen also by the viewers of the Czechoslovak Television

³⁹ PAVLÍK, P.: Gender a médiá. In SMETÁČKOVÁ, I., VLKOVÁ, K. (eds.): *Gender ve škole*. Praha : Otevřená společnost, 2005, p. 53.

⁴⁰ MIČIENKA, M. et al.: *Základy mediální výchovy*. Praha : Portál, 2007, p. 75-76.

⁴¹ KICZKOVÁ, Z.: Moc rodových stereotypov. In KICZKOVÁ, Z., SZAPUOVÁ, M. (eds.): *Rodové štúdiá. Súčasné diskusie, problémy a perspektívy*. Bratislava : Centrum rodových štúdií – FF UK, 2011, p. 131.

⁴² BINKOVÁ, P.: Feministická perspektiva v mediálných štúdiách. In *Revue pro média*, 2004, 9/2004, p. 1.

⁴³ MESOCHORITISOVÁ, A.: Rodová rovnosť a médiá. In KICZKOVÁ, Z., SZAPUOVÁ, M. (eds.): *Rodové štúdiá. Súčasné diskusie, problémy a perspektívy*. Bratislava : Centrum rodových štúdií – FF UK, 2011, p. 415.

⁴⁴ PRAVDOVÁ, H.: *Determinanty kreovania mediálnej kultúry*. Trnava : FMK UCM in Trnava, 2009, p. 94-95.

at the end of the 60s. The serial contained unambiguous ideas of what family relationships and relationships between sexes should look like, as well as who is supposed to have the main say in the family. In all countries where this product had been broadcasted, it represented American culture but also stereotyped notions about family and relationships within.⁴⁵ J. Fiske confirms this statement and adds that individual characters in television programmes become a role model and reflect societal norms that are supposed to be reproduced by the viewers. According to him, individual characters do not represent only particular people but embody ideological values, are a coded opinion about life as a whole.⁴⁶ Stereotypes in dramatic art also define clear boundaries; determine whether certain behaviour is acceptable or unacceptable.⁴⁷

It could be comprehensively stated that both dramatic and entertainment productions are being criticized by the feminists, as they stereotypically portray women's roles and confirm patriarchal ideology. Women appear as passive victims of misleading information that knowingly legitimise the existence of patriarchal culture.⁴⁸ The spectator identifies themselves with the characters on the screen, i.e. with the actors who play prescribed roles. It results in an identification of a recipient with fictitious worlds, applying unreal situations in their life.⁴⁹ V. Wallace – Lorencová sums up the issue of media stereotypes as apparently contributing to the spread of masculine and feminine gender-stereotypical views. Television genres sell typical and normative behaviour of a woman and a man, how they should look and talk and what relationships between them are acceptable, thus creating a gender order.⁵⁰ Television serial and a sit-com enjoy visibly good viewer ratings, resulting in an evident impact of their content on an uncritical spectator. Both more or less contain elements of humour that, concerning the fulfilment of viewers' needs, is solely a positive element. From the aspect of the impact of this element on a recipient we can talk about banalization of gender and creation of gender stereotypes and their consequent reciprocity. These are mainly representations as – a strong man, a man as a protector of a woman or a breadwinner; a devoted, kind, beautiful woman; a woman as a mother etc. A woman has especially become portrayed as a subject accepting a lower social status, inferior value of life, as well as an unwelcome behaviour of the opposite sex. Based on the aforementioned, a wave of critically-objective naming of gender-stereotyped reflections supported by means of mass-communication has emerged. Many theoreticians take a polemic stance towards the issue and fight for a promotion of gender equality portrayal.

3 Criticism of Gender Stereotypes

Media reality is an image of reality constructed by the media which reflects the real world with the assistance of cultural, social, political and other filters. It is, therefore a kind of an

⁴⁵ BURTON, G., JIRÁK, J.: *Úvod do štúdia médií*. Praha : Barrister & Principal, 2001, p. 129-130.

⁴⁶ FISKE, J.: *Television Culture: Popular Pleasures and Politics*. New York : Routledge, 2001, p. 8.

⁴⁷ DYER, R.: The Role of Stereotypes. In MARRIS, P., THORNHAM, S. (eds.): *Media Studies. A Reader*. Edinburgh : Edinburgh University Press, 1999, p. 249-250.

⁴⁸ REIFOVÁ, I. et al.: *Slovník mediální komunikace*. Praha : Portál, 2004, p. 173.

⁴⁹ ORLEBAR, J.: *Kniha o televizi*. Praha : Akademie múzických umění, 2012, p. 55.

⁵⁰ WALLACE-LORENCOVÁ, V.: Masmédiá a zmeny stereotypov v rodových rolách na Slovensku. In *Aspekt*, 1995, 2-3/1995, p. 160.

iconic portrayal of a certain slice of reality from the author's point of view.⁵¹ J. Rusnák deduces that media reality is being simplified, becoming more predictable which leads to disproportion in the image of the given reality. According to him, real world is much more diverse and balanced than it is obvious at the first sight or presented by media reality.⁵² From the point of view of the analysed issue of gender stereotyping, many theoreticians criticise media reality and often regard it as an obvious departure from reality for a reason of not reflecting socio-cultural reality. H. Pravdová states, that "*gender differentiation, according to proven, traditional archetypes and stereotypes, becomes a functional basis for designing strategies on the market, addressing target groups, and defining what is and is not allowed. "Femininity" and "masculinity" become commodities, brands and sexual symbols in all areas of cultural and mass-media practise.*"⁵³ I. Marksfeľová and M. Straková bring a very critical opinion on using gender stereotypes in media content. According to them, mass media and the content produced by them are forming our reality by made-up and stereotyped portrayals of men and women since our childhood. In this cruel and sexist way they evoke a feeling of an age-long presence of some kind of a war of sexes. They also represent an inability to understand and accept him and her, who are different from each other.⁵⁴ D. Petranová and A. Plencner, in their article, mention opinions of D. Goodman that follow up on the aforementioned statement. The author speaks of a negative effect of mirroring, when the receivers regard media as a fair view of reality and imitate this view and adapt to it. However, D. Goodman asserts that if this image corresponded with reality, there would not be a reason to worry. However, he finds images in mass media noticeably manipulated. They contain a simulated authenticity having no basis in reality.⁵⁵ M. Trnková partly agrees and says that same stereotypes are generally considered harmless, but still affect our thinking, while on the other hand there are some stereotypes that have an exclusively negative bias and lead to an insult.⁵⁶

B. Friedan states that in media, or television, we usually meet with a myth of portraying a woman, sometimes called an ideal of a woman, in a role of a woman as a housewife. Based on this fact, manipulation with women's emotions can occur. Women are also classified into three basic groups – an already mentioned woman as a typical housewife, a careerist or a composed head of a household.⁵⁷ That is why D. Petranová and A. Plencner emphasise the risk of a television stereotype that is enhanced by image. Its appearance on the screen evokes a feeling of realness, as if it has always existed.⁵⁸ A. Mesochoritsová condemns the mere fact that many media crowd out feminist topics from public discussion and influence the consciousness of recipients by their insensitivity and negativity. According to her, this

⁵¹ KLUVANEC, M.: Mediálna realita. In *Stručný slovník masmediálnej a marketingovej komunikácie*. Trnava : FMK UCM in Trnava, 2006, p. 79.

⁵² RUSNÁK, J.: Kde bolo, tam (ne)bolo: O narábaní s realitou a fikciou v mediálnom prostredí. In MAGÁL, S., MISTRÍK, M., SOLÍK, M. (eds.): *Médiá, spoločnosť, mediálna fikcia*. Trnava : FMK UCM in Trnava, 2008, p. 182.

⁵³ PRAVDOVÁ, H.: Feminné kontra maskulínne v mediálnej kultúre. In MAGÁL, S., MISTRÍK, M., SOLÍK, M. (eds.): *Médiá, spoločnosť, mediálna fikcia*. Trnava : FMK UCM in Trnava, 2008, p. 170.

⁵⁴ MARKSFEĽOVÁ, I., STRAKOVÁ, M.: Vplyv masmédií na formovanie našej reality. In SLOBODOVÁ, B., VIŠŇOVSKÝ, J. (eds.): *Quo Vadis Mass Media. Conference Proceedings*. Trnava : FMK UCM in Trnava, 2009, p. 235.

⁵⁵ PETRANOVÁ, D., PLENCNER, A.: Stereotyp ako interpretačná skratka. In MAGÁL, S., MISTRÍK, M., SOLÍK, M. (eds.): *Médiá, spoločnosť, mediálna fikcia*. Trnava : FMK UCM in Trnava, 2008, p. 72.

⁵⁶ TRNKOVÁ, M.: Media Stereotyping – National and Cultural Stereotypes in Media. In MAGÁL, S., MISTRÍK, M., SOLÍK, M. (eds.): *Médiá, spoločnosť, mediálna fikcia*. Trnava : FMK UCM in Trnava, 2008, p. 266.

⁵⁷ FRIEDAN, B.: *Feminine Mystique*. Praha : Pragma, 2002, p. 301.

⁵⁸ PETRANOVÁ, D., PLENCNER, A.: Stereotyp ako interpretačná skratka. In MAGÁL, S., MISTRÍK, M., SOLÍK, M. (eds.): *Médiá, spoločnosť, mediálna fikcia*. Trnava : FMK UCM in Trnava, 2008, p. 72-73.

is a suppression of freedom or, in other words, “obscuring” possibility of choice. Consumers of media content should have enough heterogeneous information to be able to form their own opinions. A homogeneous opinion prioritised by media results in it being regarded as the right, correct one.⁵⁹ This statement can be agreed with, as we often encounter gender-stereotyped portrayals and statements having been outdated for a long time. They are why we find it important to introduce typical female and male stereotypes which have become an integral part of contemporary television production.

Globally, the core attributes of female stereotype are warmth and expressivity characteristic for a family (housewife) and a career role of a woman (primary school teacher, nurse, i.e. jobs with a lower social status). A man assumes a family role of a provider for the family and career role of a manager or a judge (i.e. careers with a higher social status).⁶⁰ These two basic areas of roles – a household and a profession, have become the most frequent centres of criticism regarding the issue of gender. As women are depreciated by media in a gender topic more often, the criticism is aimed at feminine portrayal and stems mainly from analyses by feminist-oriented female theoreticians. They aim to point out these often socially invalid elements, i.e. women nowadays being more ambitious, or, within the “household stereotype”, the importance of the work they do. J. Meyrowitz, on the contrary, asserts that women themselves are responsible for their portrayed status due to their apparent passivity. He does not say that, in past, all women accepted their typical roles of mother and wife, but he assumes that the majority of women did not actively refuse their strange position in a “man’s world”.⁶¹ From the point of view of the solution of the problem, H. Pravdová sees some advantages and adds that women are gradually gaining self-esteem within the dominant masculine model. Thanks to serials with many plots, unexpected turns and possibility to have a glimpse of an intimate sphere of the protagonists, female viewers can experience some kind of a self-defence and rationalize their status. Media formats of this type explain the meaning and sense of their household work and promote acceptance of a patriarchal model.⁶² Female sex is, however, subject to stereotyped portrayal also in other contexts like, for example, a “stupid blonde”, a “perfect woman” and others.

We encounter a stereotype of a “woman – blonde” not only in commercials, but also in film and television production. These women are often described as lacking wit and shallow, although it is a fact that no correlation between hair colour and intelligence has been found. However, blond women are considered sexually more attractive than, for example, brunettes. The explanation for this is that if a woman was attractive and intelligent, it is probable that she would be a competition to the man’s role.⁶³ V. Tydlitátová mentions a stereotype of an “ideal woman”. This prefabricated model of a woman is usually full-bosomed, with a curly hair, is innocently flirtatious and tries to impress.⁶⁴ J. Debrecéniová, whose position is introduced in the publication of H. Pravdová,

⁵⁹ MESOCHORITISOVÁ, A.: Rodová rovnosť a médiá. In KICZKOVÁ, Z., SZAPUOVÁ, M. (eds.): *Rodové štúdiá. Súčasné diskusie, problémy a perspektívy*. Bratislava : Centrum rodových štúdií – FF UK, 2011, p. 419-420.

⁶⁰ KICZKOVÁ, Z.: Moc rodových stereotypov. In KICZKOVÁ, Z., SZAPUOVÁ, M. (eds.): *Rodové štúdiá. Súčasné diskusie, problémy a perspektívy*. Bratislava : Centrum rodových štúdií – FF UK, 2011, p. 131.

⁶¹ MEYROWITZ, J.: *Všude a nikde. Vliv elektronických médií na sociální chování*. Praha : Karolinum, 2006, p. 165.

⁶² PRAVDOVÁ, H.: *Determinanty kreovania mediálnej kultúry*. Trnava : FMK UCM in Trnava, 2009, p. 95

⁶³ MIČIENKA, M. et al.: *Základy mediální výchovy*. Praha : Portál, 2007, p. 77.

⁶⁴ TYDLITÁTOVÁ, V.: Televizní pulikum a tvorba mýtu. In HAVELKOVÁ, H., VODRÁŽKA, M. (eds.): *Žena a muž v médiích*. Praha : Nadace Gender Studies, 1998, p. 31-33.

asserts that female stereotypes are still being presented in a form that ignores reality, i.e. that not all women are white, heterosexual, healthy, rich, young and pretty.⁶⁵ J. Monaco paradoxically states a positive of the issue and warns of a purposeful effort of media to support sexual attractiveness of women because it is a source of fantasy and dreams. These motives soothe libido through fantasies leading to a television experience fully substituting a real one.⁶⁶ Male sex, on the other hand, is presented in media products as rational, i.e. men are those leading the society, they are strong and brave. As a rule, a positive character is handsome and a negative one ugly. Women, compared to men, are irrational, household keepers, fragile and timid and a positive female character is always beautiful and a sex symbol of her times. It is interesting that it is the male sex that has a comparative advantage, as society tolerates in a man what it refuses and sanctions in a woman.⁶⁷ The discourse of authors unambiguously shows the media preferred orientation of negative gender stereotypes on female sex. Even if women are portrayed in a positive sense, i.e. as a symbol of beauty or a sex-idol, it is understood as their role to serve men, fulfil their needs, and boost their imagination. Situations illustrated in this way lead to man's satisfaction and consequent acceptance of the stereotyped presentation of female sex. On the other hand, women prefer a stereotyped portrayal of a man as a conqueror, not a violent person. Masculine behaviour appears more positive from the point of view of a classical male approach towards women. Within the context of the analysed issue, we cannot know with certainty whether the actual gender stereotypes are primarily historically and culturally determined or their source can be found mainly in means of mass-communication which latently impose the aforementioned content on their audience.

Conclusion

The presence of gender stereotypes in socio-cultural reality is obvious. Their existence can be seen in several areas of people's lives (e.g. home, work, relationships etc.). Different types of stereotypes, in our case mainly gender stereotypes, are not only a part of our everyday reality, but also a reality constituting a substantial part of our lives – media reality. Despite intangibility and a so-called irreality of media reality it can, to some extent, be defined as human reality, as it is created and led by people. Based on the aforementioned we can state that contents and images it produces and purposefully provides or connects to a real user, show signs of humanity and human experience. Therefore, stereotypical behaviour of individuals, that cannot be marked as completely negative or positive, is a stable component of both socio-cultural and media reality. Its perception depends on the point of view. A stereotype of a beautiful woman, good cook, or a great mother cannot be seen as negative from any point of view, just like a stereotype of a strong, brave, and smart man. Gender stereotypes determined by culture, society, and media are significant for the future development of society. However, we find their subjective presentation within media, concretely television, genres to be the problem. It is due to the common fictitious reflection and reality modification that is regarded as normal and socially demanded, which many media theoreticians consider an erroneous fact that should be critically reassessed.

⁶⁵ PRAVDOVÁ, H.: *Determinanty kreovania mediálnej kultúry*. Trnava : FMK UCM in Trnava, 2009, p. 101.

⁶⁶ MONACO, J.: *Jak číst film. Svět filmů, médií a multimédií*. Praha : Albatros, 2004, p. 275.

⁶⁷ PRAVDOVÁ, H.: *Determinanty kreovania mediálnej kultúry*. Trnava : FMK UCM in Trnava, 2009, p. 96,101.

The submitted theoretical study is focused on the issue of the presence of gender stereotypes in television production. In the introduction, the author set an objective and partial goals, while pointing out their evident fulfilment. In the first case, she introduced a “terminological axis” of the analysed issue of gender stereotypes in media production. The terms as “sex”, “gender”, “gender stereotype”, “television”, “television serial” and “sit-com” have become central for the study. Based on the defined information, we have also proven a direct involvement of gender stereotypes in television entertainment and dramatic production which is often criticised by many interested authors. The extent of gender stereotypes participating in other television genres, or contents of other media remains a subject of further discourse.

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ECHOES OF THE RECENT CONTROVERSIES REGARDING VACCINATIONS IN POLAND – POLISH MASS MEDIA COVERAGE

Ewa Dudzic

Abstract

Vaccinations included in the immunization schedule are mandatory in Poland. In February 2018, the prominent Polish legal-economic journal *Dziennik Gazeta Prawna* report that hundreds of patients, including new-borns, had been given vaccines that should have been disposed of. Doctors and officials are assumed to be aware of the fact that under-valued products have been injected. Nevertheless, so as to avoid arousing suspicion of supporting anti-vaccination movements, the matter was kept silent. The article attempts to present how leading Polish mass media covered this issue and what impact on the anti-vaccination movements it has had. The media content analysis was applied as a research method.

Key words:

Anti-vaccinating movements. Controversies. Mass media coverage. Poland. Preventive vaccination plan. Vaccination.

Introduction

People have been exposed to the media's influence from early on in life and undoubtedly mass media plays a central role in many people's lives.¹ The media is understood as all the types of technology that are used for mass communication (the Internet, newspapers, radio, etc.) and those that control the technology. Moreover, the mass media delivers information instantly and it is made available around the clock contributing to the omnipresence of the media in daily life. Furthermore, the mass media has been known for a long time „constantly presenting objects suggesting what individuals in the mass should think about, know about, have feelings about”.² The greater the media coverage of a particular subject is, the more likely it is to be a concern of the public. On the other hand, matters not mentioned by the media happen to be ignored or receive little attention.³ This feature applies as well to mass media coverage of healthcare related issues. Many examples show that media coverage acts as a catalyst of health care system change and results in stimulated policy and public response.⁴ Nonetheless, there are also situations when the attention given by the media to specific matters may not only distort public perceptions, but also bring about doubts and adverse behaviour concerning healthcare and public health.⁵

¹ INSTITUTE OF MEDICINE (US) COMMITTEE ON ASSURING THE HEALTH OF THE PUBLIC IN THE 21ST CENTURY: *The Future of the Public's Health in the 21st Century*. Washington : National Academies Press, 2002, p. 307.

² LANG, K., LANG, G. E.: The Mass Media and Voting. In BERELSON, B., JANOWITZ, M. (eds.): *Reader in Public Opinion and Communication*. 2nd Edition. New York : Free Press, 1966, p. 468.

³ INSTITUTE OF MEDICINE (US) COMMITTEE ON ASSURING THE HEALTH OF THE PUBLIC IN THE 21ST CENTURY: *The Future of the Public's Health in the 21st Century*. Washington : National Academies Press, 2002, p. 308.

⁴ SHUCHMAN, M.: Journalists as Change Agents in Medicine and Health Care. In *Journal of the American Medical Association*, 2002, Vol. 287, No. 6, p. 776.

⁵ INSTITUTE OF MEDICINE (US) COMMITTEE ON ASSURING THE HEALTH OF THE PUBLIC IN THE 21ST CENTURY: *The Future of the Public's Health in the 21st Century*. Washington : National Academies Press, 2002, p. 311.

1 Vaccinations in Poland – The Legal Framework

Mandatory preventative vaccinations plan was the part of the former Soviet Union guided public health system that was implemented in all countries associated with the Soviet Union. In Poland, after the democratic reforms starting in 1989, mandatory vaccinations were maintained and were widely accepted by Poles, assuring a very high vaccine uptake.⁶ The act on the prevention and control of infections and infectious diseases in humans founded on the 5 December 2008 established:

1. „principles and mode of preventing and combating infections and infectious diseases in people, including the principles and mode of recognizing and monitoring the epidemiological situation and anti-epidemic activities and preventive measures to neutralize sources of infection, cut the spread of infections and infectious diseases and immunize people susceptible to infection;
2. tasks of public administration bodies in the field of prevention and combating infections and infectious diseases in humans;
3. rights and obligations of service providers and persons staying on the territory of the Republic of Poland in the area of prevention and combating infections and infectious diseases in humans”.⁷

Furthermore, according to article 5 of the Act, individuals staying on the territory of the Republic of Poland are obliged, pursuant to the rules laid down in the Act, to show up for a preventive vaccination.⁸ Refusal to vaccinate usually triggers an administrative procedure, which typically involves a monetary fine.⁹

2 Sensitive Topic, Detrimental Reactions

What makes vaccines different from other medications is the feature that they are administered to millions of healthy individuals, usually children, to prevent diseases that may no longer pose an immediate threat. It is therefore perfectly legitimate that the occurrence of potential safety signals requires immediate and rigorous investigation. According to Professor Elizabeth Miller, one of the founder members of the World Health Organization (WHO) Global Advisory Committee on Vaccine Safety and a 6-year-long member of the WHO Strategic Advisory Group of Experts, „many of the concerns about vaccine side effects have arisen as a result of reports of a temporal association between administration of a vaccine and development of a rare disease for which the cause is currently unknown” .¹⁰ How detrimental the reaction to the healthcare media coverage

⁶ *Mandatory Vaccinations in Poland – History and Rationale*. [online]. [2018-04-04]. Available at: <<http://szczepienia.pzh.gov.pl/en/stories/mandatory-vaccinations-in-poland/>>.

⁷ *Legal Act on the Prevention and Control of Infections and Infectious Diseases in Humans Established No. 234/1570*. Released on the 5th of December 2008. [online]. [2018-04-04]. Available at: <<http://prawo.sejm.gov.pl/isap.nsf/download.xsp/WDU20082341570/U/D20081570Lj.pdf>>.

⁸ *Legal Act on the Prevention and Control of Infections and Infectious Diseases in Humans Established No. 234/1570*. Released on the 5th of December 2008. [online]. [2018-04-04]. Available at: <<http://prawo.sejm.gov.pl/isap.nsf/download.xsp/WDU20082341570/U/D20081570Lj.pdf>>.

⁹ *Mandatory Vaccinations in Poland – History and Rationale*. [online]. [2018-04-04]. Available at: <<http://szczepienia.pzh.gov.pl/en/stories/mandatory-vaccinations-in-poland/>>.

¹⁰ MILLER, E.: Controversies and Challenges of Vaccination: An Interview with Elizabeth Miller. In *BMC Medicine*, 2015, Vol. 13, No. 267, p. 3. [online]. [2018-04-18]. Available at: <<https://bmcmmedicine.biomedcentral.com/articles/10.1186/s12916-015-0508-z>>.

could be, exemplifies the infamous paper published in *Lancet* by Wakefield et al., who concluded that possible environmental triggers (i.e. the measles, mumps and rubella (MMR) vaccine) had been linked with the onset of both the gastrointestinal disease and autism.¹¹ As a result, the study influenced the public opinion on vaccines and turned parents around the world against the researched vaccine. Twelve years *Lancet* retracted the 1998 paper due to validity and ethics issues. Consequently, the media significantly impacts the cognitive process, shapes the perception of reality and influences individual behaviours of news' receivers. Accordingly, the following hypothesis has been proposed: the mass media coverage of the controversies revolving around vaccines leads to the deliberate avoidance of vaccination by society.

3 Recent Controversies Regarding Vaccinations in Poland

The case of vaccines contrary to the procedures, since taken from the interrupted cooling chain, was made public on 5 February 2018 by *Dziennik Gazeta Prawna*. The journal reported that hundreds of patients, including new-borns, had been given vaccines that should have been disposed of. Among them, there were such vaccines as Euvax B, Engerix B, Bexsero, Clodivac, Boostrix, Typhim VI, Verorab, which are effective against hepatitis B, meningococcal disease, pneumococcal disease, tetanus, tuberculosis, rabies, and chickenpox.¹² As most vaccines need to be stored at a certain temperature, pharmaceutical inspectors checked if the refrigeration equipment in pharmacies and clinics had worked and whether it had been equipped with aggregators in case of power cuts. The inspection was carried out in order to check if the vaccines, which had not been stored at the appropriate temperature, had been disposed of after the wind-storms of 2017, which had led to power cuts.¹³ After the results have been published, Paweł Trzciński, spokesperson for the Chief Pharmaceutical Inspectorate, concluded: "*I am in shock. It is the cruel lack of imagination of those who did so.*" and added that the problem concerns many, if not all, voivodeships.¹⁴ What is more, Trzciński informed *Dziennik Gazeta Prawna* that Chief Pharmaceutical Inspectorate received signals from inspectors that clinics had deliberately used vaccines that had been intended for disposal. "*There can be two reasons for this: greed and ignorance. I bet on the latter*" added Trzciński.¹⁵ More calming comment to the released news was given by Dr Michał Sutkowski, spokesman for the College of Family Physicians in Poland, who assured: "*That is reprehensible. But let's not lose sight of the fact that in most clinics vaccines are properly stored*".¹⁶

¹¹ EGGERTSON, L.: Lancet Retracts 12-Year-Old Article Linking Autism to MMR Vaccines. In *CMAJ: Canadian Medical Association Journal*, 2010, Vol. 182, No. 4, p. 199. [online]. [2018-04-18]. Available at: <<http://www.cmaj.ca/content/182/4/E199>>.

¹² SŁOWIK, P., STYCZYŃSKI, J.: Szczepionkowa zмова milczenia. In *Dziennik Gazeta Prawna*, 2018, Vol. 4675, No. 25, p. 8.

¹³ GRYGIEL, B.: *Przeterminowane szczepionki dla dzieci. Lekarze wiedzieli co robią*. [online]. [2018-04-15]. Available at: <<http://www.focus.pl/artykul/przeterminowane-szczepionki-dla-dzieci-lekarze-wiedzieli-co-robia-180205112937>>.

¹⁴ *Setki pacjentów dostały wadliwą szczepionkę*. [online]. [2018-04-15]. Available at: <<https://www.tvp.info/35890345/setki-pacjentow-dostaly-wadliwa-szczepionke>>.

¹⁵ SŁOWIK, P., STYCZYŃSKI, J.: Szczepionkowa zмова milczenia. In *Dziennik Gazeta Prawna*, 2018, Vol. 4675, No. 25, p. 8.

¹⁶ SŁOWIK, P., STYCZYŃSKI, J.: Szczepionkowa zмова milczenia. In *Dziennik Gazeta Prawna*, 2018, Vol. 4675, No. 25, p. 8.

A day after the release of the news, an official comment was published by the Chief Pharmaceutical Inspectorate and State Sanitary Inspection. It included the release that *“the vaccines used to vaccinate children and adults did not pose a threat to the health and life of the vaccinated persons”*. The Inspectorates referred to the results from the studies published by the WHO in its 2006 report *Temperature sensitivity of vaccines*. Accordingly, the short-term exceedence of the temperature range specified for the storage of the vaccines does not adversely affect their efficacy or the safety of their administration.¹⁷ The Polish Vice-minister of Health, Marcin Czech, on February 7, 2018, reaffirmed a similar outlook. Having recalled the WHO report, Czech asserted in the parliament *„It should be stressed beyond any doubt that the vaccinations received by patients are fully safe and effective”*.¹⁸ A few days later, during the interview with RMF FM, the Vice-minister of Health disclosed that the Ministry of Health would not call for 448 patients who received poorly stored vaccines. He added that the Ministry of Health, as officials, not doctors, was not constituted to treat patients.¹⁹ Finally, on February 19, the National Sanitary Inspector of the Province of Lubuskie, Dorota Konaszczuk revealed: *“I obliged the district inspectors to pass this information on to all 10 medical entities in the Lubuskie Voivodeship that had broken the procedures related to the use of vaccines. They must give notice of this to the parents or guardians of the vaccinated children and to the adults who have received the vaccines”*.²⁰ Konaszczuk added that those who had doubts about the efficacy of the vaccine or health concerns after its administration, needed to report to their general practitioner. The case of vaccines was referred to the Regional Prosecutor’s Office in Szczecin. According to its spokesperson, Prosecutor Iwona Chrobak Farquharson, the initiation of proceeding was related to the order of the Attorney General, numerous press reports and a notification from Lubuskie Voivodeship Sanitary Inspectorate.²¹

3.1 Anti-Vaccination Atmosphere Is Blooming

The media coverage of such revelations as the controversies revolving around vaccines awake significant public interest. They affect the society a lot, as media is among the second most popular source of information on vaccination among parents.²² The release of shocking news on February 5, 2018 made Polish and international society *“face the*

¹⁷ *Komunikat Głównego Inspektora Sanitarnego i Głównego Inspektora Farmaceutycznego z dnia 6.02.2018 roku w sprawie szczepionek, w których przechowywaniu nastąpiło krótkotrwałe przerwanie dostawy prądu*. [online]. [2018-04-17]. Available at: <<https://gis.gov.pl/o-nas/aktualnosci/598-pradu>>.

¹⁸ *Posłowie pytają o szczepionki. Czech zapewnia: Są bezpieczne*. [online]. [2018-04-17]. Available at: <<http://www.politykazdrowotna.com/28531,poslowie-pytaja-o-szczepionki-czech-zapewnia-sa-bezpieczne>>.

¹⁹ *Pacjenci dostali złe szczepionki. „To jest tak, jakbyśmy wyjęli jogurt z lodówki*. [online]. [2018-04-17]. Available at: <<https://www.wprost.pl/kraj/10103827/pacjenci-dostali-zle-szczepionki-to-jest-tak-jakbysmy-wyjeli-jogurt-z-lodowki.html>>.

²⁰ *Inspekcja Sanitarna: Przychodnie powinny poinformować zaszczepionych o złamaniu procedur*. [online]. [2018-04-17]. Available at: <<http://serwisy.gazetaprawna.pl/zdrowie/artykuly/1105373,inspekcja-sanitarna-zlamanie-procedur-szczepionki.html>>.

²¹ *Prokuratura Regionalna w Szczecinie wszczęła śledztwo w sprawie szczepionek. Kto zawinił? Rodzice są zaniepokojeni*. [online]. [2018-04-17]. Available at: <<http://www.gazetalubuska.pl/zdrowie/a/prokuratura-regionalna-w-szczecinie-wszczela-sledztwo-w-sprawie-szczepionek-kto-zawinil-rodzice-sa-zaniepokojeni,12921350/>>.

²² ROGALSKA, J. et al.: Źródła Informacji oraz wiedza rodziców na temat szczepień ochronnych w Polsce. In *Przegląd Epidemiologiczny*, 2010, Vol. 64, p. 83.

most serious health crisis in recent years - a crisis of confidence".²³ According to the data from the National Institute of Public Health, which collects information on the number of refusals concerning compulsory vaccinations, among people up to 19 years of age, the number of refusals to vaccinate has increased significantly in recent years.²⁴ From 2010 to 2017, the number of vaccinations refusals grew at the compound annual growth of 36.3 % (Chart 1).

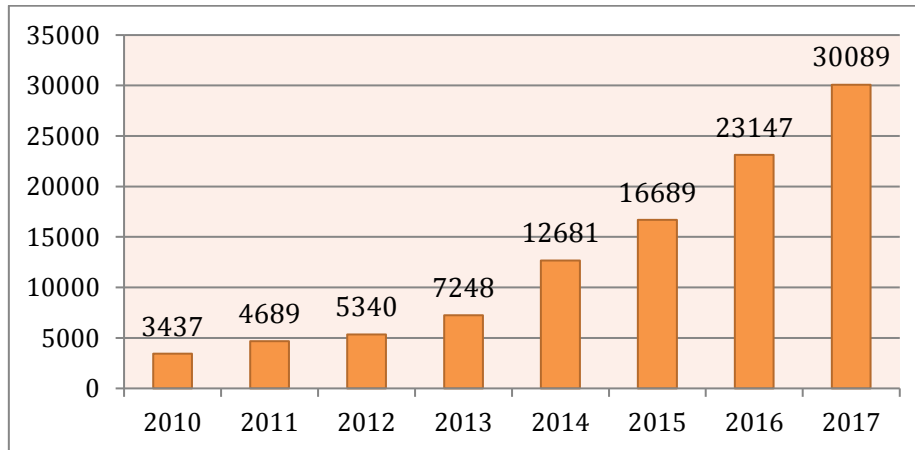


Chart 1: The number of refusal of compulsory vaccinations in Poland.

Source: *Gdzie można znaleźć informacje na temat liczby niezaszczepionych dzieci?* [online]. [2018-04-20]. Available at: <<http://szczepienia.pzh.gov.pl/faq/gdzie-mozna-znalezc-informacje-na-temat-liczby-niezaszczepionych-dzieci/>>.

Furthermore, the anti-vaccination trend has also been observed when the measles vaccination rates are concerned. As Maciej Rutkowski et al. show, there has been a steady downward trend in the level of vaccination against measles in the Polish population. Accordingly, just from 2014 to 2015, the measles shot was given to 95.5% and 77.4% cases respectively (Chart 2). This has been definitely a worrying trend as to maintain herd immunity against measles, 93%-95% of population needs to be immune. Thus, the recent data show that Poland is on the verge of dipping below the herd immunity threshold.²⁵

²³ SŁOWIK, P.: *Szczepionkowy test dekady. Wydarzenia w Polsce wpłyną na siłę antyszczepionkowców w całej Europie*. [online]. [2018-04-20]. Available at: <<http://serwisy.gazetaprawna.pl/zdrowie/artykuly/1103286,afere-szczepionkowa-w-polsce-wplynie-na-antyszczepionkowcow-w-calej-europie.html>>.

²⁴ *Gdzie można znaleźć informacje na temat liczby niezaszczepionych dzieci?* [online]. [2018-04-20]. Available at: <<http://szczepienia.pzh.gov.pl/faq/gdzie-mozna-znalezc-informacje-na-temat-liczby-niezaszczepionych-dzieci/>>.

²⁵ FUNK, S.: *Critical Immunity Thresholds for Measles Elimination*. [Electronic document]. London : London School of Hygiene & Tropical Medicine, 2017. [online]. [2018-04-20]. Available at: <http://www.who.int/immunization/sage/meetings/2017/october/2._target_immunity_levels_FUNK.pdf>.

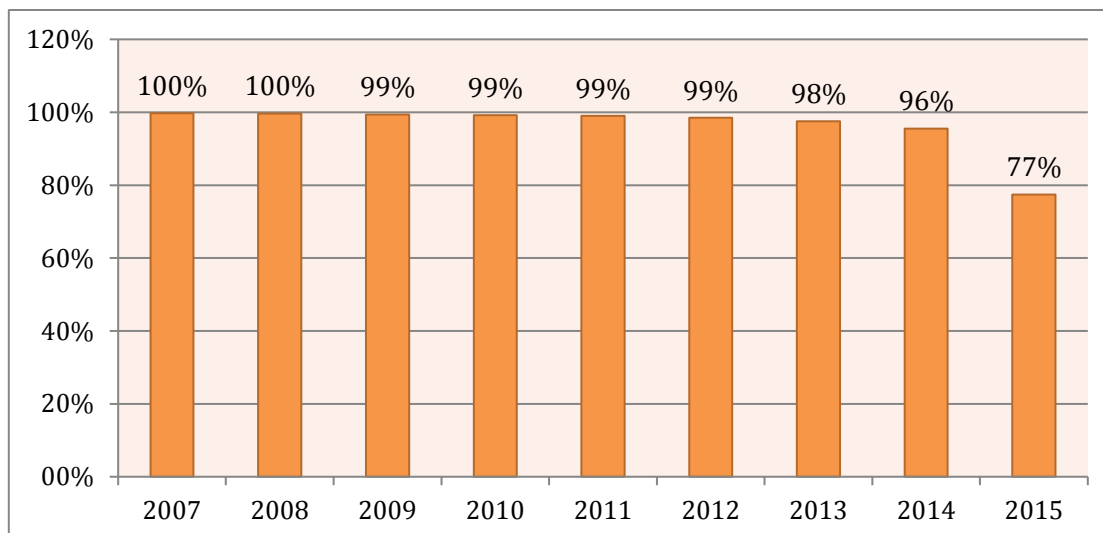


Chart 2: Measles vaccination rate among children born in 2007-2015

Source: RUTKOWSKI, M. et al.: Measles – Are We Dealing with a New Epidemy in Poland?. In *Journal of Education, Health and Sport*, 2017, Vol. 7, No. 9, p. 254.

Undoubtedly, the increase in incidence happens due to a decrease in the number of vaccinated people. Such trend has not only been observed in Poland but also abroad. The recent commentary by the WHO Regional Office for Europe, released one day ahead of a health ministerial meeting on immunization in Montenegro, warns that Europe observes a 4-fold increase in measles cases in 2017 compared to previous year. Accordingly, „*The disease affected 21 315 people and caused 35 deaths in 2017, following a record low of 5273 cases in 2016. The WHO Regional Office for Europe has released new data for 2017 one day ahead of a health ministerial meeting on immunization in Montenegro on 20 February 2018*”.²⁶ The large outbreaks, including 100 and more cases, were reported in 15 of the 53 countries in the Region such as Romania (5562), Italy (5006) and Ukraine (4767) as well as Greece (967), Germany (927), Serbia (702), Tajikistan (649), France (520), the Russian Federation (408), Belgium (369), the United Kingdom (282) and others.²⁷

4 Discussion

The way society makes decisions related to vaccine acceptance is neither driven by scientific nor economic evidence alone. A mix of psychological, sociocultural and also political factors affects it, all of which need to be understood and taken into account.²⁸ Media coverage of the vaccine-related situations is among one of the determinants of public mistrust in vaccines. The thesis that the mass media coverage of the controversies revolving around vaccines, leads to the deliberate avoidance of vaccination by society can also be observed with regards to the MMR crisis caused by the Wakefield study. Media

²⁶ Europe Observes a 4-Fold Increase in Measles Cases in 2017 Compared to Previous Year. [online]. [2018-04-20]. Available at: <<http://www.euro.who.int/en/media-centre/sections/press-releases/2018/europe-observes-a-4-fold-increase-in-measles-cases-in-2017-compared-to-previous-year>>.

²⁷ Europe Observes a 4-Fold Increase in Measles Cases in 2017 Compared to Previous Year. [online]. [2018-04-20]. Available at: <<http://www.euro.who.int/en/media-centre/sections/press-releases/2018/europe-observes-a-4-fold-increase-in-measles-cases-in-2017-compared-to-previous-year>>.

²⁸ LARSON, H. et al.: Addressing the Vaccine Confidence Gap. In *Lancet*, 2011, Vol. 378, No. 9700, p. 526. [online]. [2018-04-20]. Available at: <[http://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(11\)60678-8/fulltext](http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(11)60678-8/fulltext)>.

initially largely ignored the results. Nevertheless, four years later, the controversy about the safety of MMR escalated significantly becoming the most heavily discussed science story in the opinion, editorial and letters pages of the UK national press.²⁹ The increased coverage of media influenced the public perception to the MMR vaccine. Opinion polls over the period showed increasing levels of public distrust and confusion over the safety of MMR. The tone of the news coverage could have played a huge role in the change on the attitudes, as between January and September 2002, less than a third of news stories about MMR pointed to scientific evidence that it was safe. The arguments behind a media release seem to play a big role too. The type of news reporting about health risk may influence people's decisions on important health-related action that affects not just themselves, but their offspring and the larger public. According to the study by Graham Dixon, Christopher Clarke, suggests that "*falsely balanced reporting of an alleged autism-vaccine link heightens readers' uncertainty regarding vaccine safety and lowers their intention to vaccinate their future children*".³⁰ The authors suggest that that balance (without being a false balance) can be attained when the press release contains complete information. This should put the vaccine controversy in the appropriate context.³¹

Conclusion

Protective vaccination is one of the greatest successes of modern medicine. Consistently administered, they reduced the incidence of the disease, mortality and hospital admissions. The two-hundred-year long history of vaccination is long enough to enable assessing their efficacy and also challenges to take further action and strategies to reduce and even eradicate diseases. The article released by *Dziennik Gazeta Prawna* in February is an example of a coverage uncovering controversies on the vaccine administration procedure. The fact that 448 people, including new-borns, were given off vaccines that should have been disposed of, was caused by the human ignorance and misbehaviour. The overall effectiveness of vaccines is therefore not to be blamed here. Accordingly, it is legislation that should be improved instead of vaccinations obligation being withdrawn. As Marek Tomków, Vice-President of the Supreme Pharmaceutical Council, former Opole Voivodship Pharmaceutical Inspector said: "*smart law will not prevent hurricanes, but will minimise the risk of their consequences*".³² The same should be the case for the receivers of the mass media coverage, who should read it critically and independently judge the information.

²⁹ THOMPSON, G.: *Measles and MMR Statistics*. [online]. [2018-04-20]. Available at: <<http://researchbriefings.files.parliament.uk/documents/SN02581/SN02581.pdf>>.

³⁰ DIXON, G., CLARKE, C.: The Effect of Falsely Balanced Reporting of the Autism-Vaccine Controversy on Vaccine Safety Perceptions and Behavioral Intentions. In *Health Education Research*, 2015, Vol. 28, No. 2, p. 358. [online]. [2018-04-20]. Available at: <<https://academic.oup.com/her/article/28/2/352/595490>>.

³¹ DIXON, G., CLARKE, C.: The Effect of Falsely Balanced Reporting of the Autism-Vaccine Controversy on Vaccine Safety Perceptions and Behavioral Intentions. In *Health Education Research*, 2015, Vol. 28, No. 2, p. 358. [online]. [2018-04-20]. Available at: <<https://academic.oup.com/her/article/28/2/352/595490>>.

³² SŁOWIK, P.: *Szczepionkowy test dekady. Wydarzenia w Polsce wpłyną na siłę antyszczepionkowców w całej Europie*. [online]. [2018-04-20]. Available at: <<http://serwisy.gazetaprawna.pl/zdrowie/artykuly/1103286,afera-szczepionkowa-w-polsce-wplynie-na-antyszczepionkowcow-w-calej-europie.html>>.

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NEWS – OBJECTIVE REFLECTION OF REALITY?

Luboš Greguš

Abstract

The article deals with TV news and its relation to objective reality. In addition to the basic characteristics of news and the specific components of its production, we also focus on the way in which the news are selected and edited for the broadcast, based on the basic theoretical concepts and ideas of both foreign and domestic authors. We describe the emergence of media reality and its parallel existence alongside the objective reality that it should reflect, according to the normative requirements of the society. We point out to the power of the audio-visual nature of television that alters the perception of events as well as the decision-making processes of recipients in everyday life.

Key words:

Media reality. News. News selection. Objectivity. Reality. Television.

1 Introduction

News is one part of the media production of printed, electronic and also new types of media and it should meet strict criteria. Socially acclaimed news TVs and emerging news portals around the world prove that this area of journalism continues to have a significant impact on everyday lives of recipients. The news helps the individual integrate into society as such. Thanks to the news, the recipients can focus on public life and at the same time adjust their view of the world and alter the decision-making processes with regard to their own everyday empirical experience. However, the question is, how much news really reflects the reality of everyday life, events at home and abroad, and how much it can be considered an objective source of information. Is “the world out there”, as displayed in the news report, a reality or a true and a trustworthy mirror of objective reality, or does it reflect only ideas of a certain group of people? Is it possible to report on the events in an objective way and capture them in their unparalleled uniqueness? In our report we focus on a specific position of the news in society, and its characteristics, especially in the area of TV news. The advantages of television broadcast are particularly image and word interconnections that result into apparently the most trusted, clear “reflection” of the objective reality. In critical reflection, we follow the theoretical backgrounds and practical experience in the selection of the news, the processing of the text and image material by media professionals, and the theories on the formation of a media agenda and media reality. A particularly important area is the way the news reports on “the world out there” (outside the TV screen). We point out to the relationship between the media images and the actual course of events or phenomena that were selected and processed in the form of TV broadcast from an innumerable universe of information. We also deal with the accuracy of the factual view and whether it can be captured in the time-limited news block.

2 News as An Informant About Events “Out There”

The origin of journalism can be sought in the need to be informed. An involvement of up-to-date information that is important for a proper decision-making in a common personal and often also professional life (in particular in the field of economics and politics) clearly

determines the existential significance of the news as such. According to B. Osvaldová, the term “news” refers to a conscious journalistic activity that results in a visual, auditory or audio-visual product. It is based on the facts and events the journalist searches, gathers, classifies and subsequently interprets. The resulting product is then delivered to the recipient by mass media. Therefore, B. Osvaldová considers that the main function of the news is to provide the public with sufficient incentives to form their own opinions and views.¹ The media play an important role in socializing an individual into society and they also build the ability of critical thinking. That's why the individually published reports should reflect the diversity of society and its everyday life. The news should thus duplicate the demographic, political, cultural, social and any other proportions of the society, for which it is designed and created. According to S. Haškovec, the news should provide *“information about an event or a phenomenon that has happened or has not happened, will happen or will not happen, that answers the basic questions of who, what, when, where, including the extended report on how and why. The message preserves the pragmatism, accuracy, completeness, reliability, timeliness, and emotional neutrality.”*² By this, another specific feature of the news is introduced to us, namely the attributes of this area of journalism.

The news should provide information that is as specific as possible, actual, objective, unbiased, thematically and informatively balanced and, of course, verified by at least two independent sources. B. Osvaldová also considers timeliness, clarity and intelligibility as important features, while the personal opinion of the journalist is inadmissible.³ To this, also the objectivity of news statements is related. Based on its primary definition, it is not possible to use this concept in a journalistic practice with a clear idea of impartiality, as it speaks of the maximum purity of the presented information. According to J. Vojtek, it is necessary to speak mostly of fairness, objectivity and impartiality.⁴ This is related specifically to the fact that the mere choice of information from their vast quantity, the determination of the main idea, i.e. what we want to tell the recipient of the event, or the choice of the genre itself, are certain subjective interventions of the journalist. As pointed out by Z. Hudíková and J. Porubcová, the way information is processed by the editor, who brings the news to the viewer by himself, or by the moderator; is a hallmark of the TV news.⁵ Of course, other editorial staff, such as publishers or editors, are still involved in the production process of the news and its final form.

An important element of the TV news and its strength should be the balance of image and word. The comprehensibility, the compactness and the logic of the message depend on this factor. At the same time, a correct and unambiguous understanding of the news by the recipient is achieved by this element. It also provides answers to basic news questions – who, what, where, when, how, and why. According to M. Lokšík, for the screen component of TV news reports, “characteristic feature is a reporting method of capturing and recording of reality that is characterized by the authenticity, immediacy and

¹ OSVALDOVÁ, B.: Úvod. In OSVALDOVÁ, B. (ed.) et al.: *Zpravodajství v médiích*. 2nd Edition. Praha : Karolinum, 2011, p. 19.

² HAŠKOVEC, S.: *Základy teorie agenturního zpravodajství*. Praha : Nakladatelství a vydavatelství Novinář, 1983, p. 81.

³ OSVALDOVÁ, B.: Úvod. In OSVALDOVÁ, B. (ed.) et al.: *Zpravodajství v médiích*. 2nd Edition. Praha : Karolinum, 2011, p. 19-20.

⁴ VOJTEK, J.: *Žánre anglicky psaného novinárstva (s ukázkami)*. Trnava : FMK UCM in Trnava, 2012, p. 6.

⁵ HUDÍKOVÁ, Z., PORUBCOVÁ, J.: *Mediálne kompetencie: Zväzok č. V – Televízia*. Trnava : FMK UCM in Trnava, 2007, p. 56.

versatility of the image, documentary pragmatism and rationality of the visual expression".⁶ The choice of means of expression should also be subject to the primary principle, i.e. as accurately and specifically as possible, to record a certain phenomenon, situation or event. There should be no distortion of reality, no deformation, or multiple interpretations of received messages. The assembly of images, based on the analysis of M. Lokšík, takes place through a sharp image cut with a more liberal internal and external interconnections. With the onset of analogue technology and the effort of media companies to come up with as much information reports and contributions as possible, a "shuffle" process has become natural for the news broadcast (so-called image broadcasting), where primarily the audio component is created with the exact time length, and only subsequently the image is added to it. That's why for the TV news, various visual elements, real sounds with the sound of the environment (also called sound facts) and verbal and non-verbal means of expression are typical.⁷ In terms of publishing, M. Mistrík considers television complex because it contains both a visual and an acoustic way of expression. According to him, for the perceived optic-acoustic signal to be fully appreciated, it requires *"an overall focus of the recipient and it is impossible to perform any other more demanding activities in addition to it. This broadcast feature leads to the isolation of the viewer from the surrounding area during the reception of the broadcast."*⁸ By utilizing the connection between the verbal, acoustic (realistic) and the visual aspect, and the need for a perceptive and very attentive watching, television broadcast creates (and we anticipate it even more strongly at the news broadcast) the transmission of an individual from an objective reality into a "live through" on a TV screen. A boundary between the construct and the reality is being lost, and an idea may occur that the presented information is real and in its reproduced form it directly reflects the objective reality.

3 Selection of Information To Be Processed and Its Relation To Reality

The concept of reality, according to the codification manuals of the Slovak language, refers to an objectively existing phenomenon, i.e. the fact, an opposite of which is the term fiction.⁹ Hence, these are the objects perceivable by senses, present in everyday life. As stated by K. Murdza, its counterpart and definition is absence, something that does not exist or cannot exist. Thus we can speak of reality when it is possible to ascertain it by hearing, touch, taste, sight or smell. On the contrary, media reality is, according to him, merely an image (reflection) of reality as such and it is made up by the media. The word "image" is understood in particular as a *"reproduction of an object perceptible by senses"*.¹⁰ According to E. Hradiská, the media statement should be *"...drawn up in such a way as to generate an adequate idea in the recipient of what a subject of the description is. The process is simpler if it is possible to simultaneously influence multiple senses."* Therefore, an image

⁶ LOKŠÍK, M.: Televizní správa a televizní spravodajství. In OSVALDOVÁ, B. (ed.) et al.: *Zpravodajství v médiích*. 2nd Edition. Praha : Karolinum, 2011, p. 75-77.

⁷ LOKŠÍK, M.: Televizní správa a televizní spravodajství. In OSVALDOVÁ, B. (ed.) et al.: *Zpravodajství v médiích*. 2nd Edition. Praha : Karolinum, 2011, p. 75-76.

⁸ MISTRÍK, M.: Masmédiá. Elektronické Masmédiá. In MAGÁL, S., PLENCNER, A. (eds.): *Kolokvium 1 – 2 Katedry masmediálnej komunikácie*. Trnava : FMK UCM in Trnava, 2004, p. 19.

⁹ For more information, see: KAČALA, J. et al.: *Krátky slovník slovenského jazyka*. 4th Edition. Bratislava : Veda, 2003.

¹⁰ MURDZA, K.: Bezpečnostní realita a postoj médií k interpretaci bezpečnosti. In URBAN, L., DUBSKÝ, J., MURDZA, K. (eds.): *Masová komunikace a veřejné mínění*. Praha : Grada Publishing, a. s., 2011, p. 167-168.

created by the television statement and its verbal-pictorial effect is more adequate and more similar to a real perception of an individual, as it is f.e. in the case of a radio broadcast or printed text in newspapers.¹¹

The problem arises in the moment, when we focus on how the news reflects an objective, everyday reality. Since the media organizations, in our case TV stations and television editors, receive a vast amount of information, and it is not possible to publish all of them, due to various reasons like a limited length of broadcast time, or impossibility to be processed before they become out-dated or, on the contrary, they are too recent,¹² or because of the absence of image material; the editorial staff is placed in a position of a “builder” of certain reality. In their own way, the media have a choice of what and how they will report about, preferring certain topics and enjoying their reoccurrence. Based on a judgment of an editor-in-chief, senior editors and editors of the individual departments as well, specific topics are selected from a vast amount of information. They will pass through an imaginary information gateway and a gatekeeper¹³ places them into the broadcast or sets them aside to those of the informative value insufficient for publishing. The selection is made based on various criteria, all of which are influenced by the value of saturation of the news with the specific news values,¹⁴ also by a journalistic practice, a routine in a given media but also by the pressure of economic groups or media owners. At the same time, the practice and experience of the specific journalist and their judgment plays a great role on what to publish and what not to publish. Automatically, some level of interference can be intercepted with the objectivity of the news, which is impossible to achieve completely, however, the news should attempt to reach it as much as possible. Thus, the construction of a certain reality begins, presented by the media itself, and it can be considered by the recipients as a real, everyday world and the way it functions. Above all, it is derived from an idea of an anticipated relationship of the news to the reality, particularly that the news reports offered by media are perceived by the public as relatively trustworthy information on the world, people and society. As M. T. Ȁowiecki and T. Zasepa point out, it is necessary to bear in mind that “...the selection of information and topics in the mass media is natural, because there is neither the physical possibility nor any need to transfer everything to everyone”.¹⁵

¹¹ HRADISKÁ, E. et al.: *Psychológia médií*. Bratislava : Eurokódex, 2009, p. 305.

¹² In case of the main news scheduled for broadcast that starts at 7.00 pm and ends at 7.30 pm, and information about a major event comes in to the editorial board at 7.25 pm, it is practically not possible to include the news into the broadcast. It is possible to create a news report to be read in the studio, which could, however, interfere with the continuity, fluency of the broadcast as well as with the timeframe of the session (remark by the author).

¹³ The term “gatekeeper” first appeared in Kurt Lewin's work. The term was used in the post war period to analyse decision-making processes, especially in the context of families' food consumption. Later the term was applied by an American sociologist David M. White to the media. He found that the journalist was surrounded by a vast quantity of potential news at his/her work, from which he/she could select only a fraction to process and publish in the content of the media. D. M. White thus shaped the whole process of gatekeeping = a potential news passes through an imaginary gate and someone (a journalist, editor, editor-in-chief, etc.) decides whether to let it in or not. In 1950, he processed his theory in the first empirical study on the selection of news events – *“The Gate Keeper”: A Case Study in the Selection of News* (for more information, see: TRAMPOTA, T.: *Zpravodajství*. Praha : Portál, 2006, p. 38).

¹⁴ See: GREGUŠ, L., MINÁRIKOVÁ, J.: News Values in Slovak Television News. In *Communication Today*, 2016, Vol. 7, No. 2, p. 78-89.

¹⁵ ȀOWIECKI, M. T., ZASEPA, T.: *Moc a nemoc médií*. Bratislava : Typi Universitatis Tyrnaviensis, 2003, p. 36.

The access to information and their objective purity can also become issues in the world of the news. It is obvious, that the recipients get mainly the mediated information or that the facts are second-handed to them.¹⁶ Also, the journalists often receive information that has been repeatedly interpreted before it reaches them. M. Lapčík, in his publication of "TV news as a paradox", refers to the news as a specific type of media statement, "*which is a complex structured system of interpretations of social reality*". According to him, this area of journalistic work can be considered neither a clear reflection of individual events, nor a fragmentary summary of facts. He understands the news as a multiple interpretation of facts evolving within the specific context.¹⁷ As mentioned in the previous section, information must be firstly registered and subsequently selected from a large amount. Even this act, in the compliance with M. Lapčík's opinion, can be seen as an interpretation – because the media does not select what is and what is not appropriate for the news, but it awards importance to a certain component of the social world. However, this is not a primary interpretation. Media workers rarely get to the place of the event directly or can experience the event themselves. Information is therefore passed to them through the witnesses or participants of the event. This way, in his opinion, interpreted gets re-interpreted and journalists experience only the consequences of the event.¹⁸ Such information cannot be considered as absolutely proven and true. This is mainly due to the setting of one's perception and memory, which are not impeccable. It is not possible for an individual to remember exact details of what, when, and how anything happened, or to be able to record all the details of it. The editors more and more often collaborate with news agencies, which provide them with the agency service for a certain fee. Although information provided by the news agency should be verified, true, objective, and specific, yet they are still interpreted facts and, according to S. Brečka, they constitute a certain pre-selection of the news.¹⁹ Once the gatekeeper "has forwarded" the news to the editorial staff and the competent media worker obtains information either from witnesses or through the news agencies, M. Lapčík speaks of a continuing gradation of interpretation: "*In the next phase, producers have to convert their "personal" interpretation into the form of code relevant to the type of communication (f. e. to record picture and sound material about the event). [...] The next step is to adapt the "raw material" to a form appropriate for the media presentation, which constitutes the next stage of interpretation ("redundant" shots are cut out, a commentary is made, etc.)*".²⁰ Finally, the news is presented, received by the viewers and subsequently also re-interpreted by them. In M. Lapčík's opinion, there is a clear evidence that news does not represent a complex of presentations of socio-cultural phenomena or processes. It is a "*system of interconnected and multiple times re-coded interpretations, creating the meaning of presented events*".²¹ As he adds, this denies

¹⁶ In case of a live broadcast of a press conference convened by an institution, group of people or an individual, an access to the source of the information itself is important, however, there's no feedback possible (which should be reflected by the present journalists, on behalf of the recipients) (remark by the author).

¹⁷ LAPČÍK, M.: *Televizní zpravodajství jako paradox: Jak (ne)rozumět zpravodajství*. Olomouc : Univerzita Palackého, 2012, p. 172.

¹⁸ LAPČÍK, M.: *Televizní zpravodajství jako paradox: Jak (ne)rozumět zpravodajství*. Olomouc : Univerzita Palackého, 2012, p. 172-173.

¹⁹ BREČKA, S.: Spracúvanie informácií. In HRADISKÁ, E. (ed.) et al.: *Psychológia médií*. Bratislava : Eurokódex, 2009, p. 189.

²⁰ LAPČÍK, M.: *Televizní zpravodajství jako paradox: Jak (ne)rozumět zpravodajství*. Olomouc : Univerzita Palackého, 2012, p. 173.

²¹ LAPČÍK, M.: *Televizní zpravodajství jako paradox: Jak (ne)rozumět zpravodajství*. Olomouc : Univerzita Palackého, 2012, p. 174.

the concept of an information model of communication, considering news a source of facts.

4 Objective Reality Versus A Concept of “Real”

W. Lippmann belongs to the first theorists, who dealt with the relationship between the media reality and the objective reality. He studied whether the news media can be considered a bridge between a surrounding objective world and the images (thoughts) in our heads. He came up with the theory of pseudo-environment, it is a way of looking at the world as it exists in our minds – a view that is often inaccurate and does not correspond with an objective reality. According to W. Lippmann, human behaviour is affected by the pseudo-environment created (among other things) by media and thus does not originate from the reality as such.²² His thoughts were later to a certain extent followed by D. Shaw and M. McCombs, who devoted themselves to US presidential election research in 1968, and as a result of it they introduced the theory of one of the effects of media, namely the agenda-setting. The media co-determine the public agenda, i.e. a list of topics that the society considers important. However, its basis is not to determine the public opinion, but what the public should reflect. As M. McCombs points out, the power of media is not created only by a presentation of “reality”, since the reality or the concepts of reality in the minds of recipients can be affected by the power of media as well. In his publication of *“Setting the Agenda: Mass Media and Public Opinion”*, he gave several examples where the media published information about the state of society without directly and completely reflecting the objective state of the phenomena described. However, the recipients trusted the statements contained in the media production and they modified their behaviour or their decision-making processes according to it.²³ Thus the media reality has become more realistic than the reality itself. For a better understanding, let us mention at least one of his examples. In Germany, in 1973, negative reports of petroleum supplies began to increase in the last four months of the year, and in October the status was described as a ‘crisis’ by journalists. The whole situation was also stimulated by the federal government's prohibition on Sunday driving for four subsequent weeks and the unusual lowering of highway speed limits. The reality of the situation was different from the energy crisis described by the media. German oil imports in the given period were significantly higher than in those months the previous year. The impetus for this news coverage was a series of Arab price increases and boycotts directed primarily at the United States and the Netherlands. Nevertheless, the media reality overshadowed the objective reality due to the fact that the recipients were not capable to empirically verify the reality. As a result of the situation, their behaviour changed and their demand for fuels and heating oils increased.²⁴ Also, M. McLuhan's thoughts on the impact of the media on human behaviour were: *“Every person experiences much more than they can understand. However, human behaviour is influenced by experiences and not by understanding, particularly in the case of collective phenomena, such as the media and*

²² McCOMBS, M.: *Agenda setting: Nastolování agendy – masová média a veřejné mínění*. Praha : Portál, 2009, p. 51.

²³ See: McCOMBS, M.: *Agenda setting: Nastolování agendy – masová média a veřejné mínění*. Praha : Portál, 2009.

²⁴ McCOMBS, M.: *Agenda setting: Nastolování agendy – masová média a veřejné mínění*. Praha : Portál, 2009, p. 54-55.

technology, where an individual does not realize well how they affect him/her.”²⁵ His opinion reflects specifically the “experiencing” of recipients sitting in front of the TV and their insertion into the “reality” that is technologically facilitated to them.

Thus news cannot be understood as a “window into the world”, rather it must be seen as a selective, artificially constructed account of reality. The postmodern theorists, especially the French critic of the media and consumer culture, J. Baudrillard, also addressed the issues of reality and its depictions. He claims that there is a so-called hyperreality, i.e. an artificially created reality that, in its form and effect on recipients, is much stronger than the reality itself.²⁶ He proceeds from the semiotic principle of coding, when the code should refer to the actual phenomenon, respectively to the reality of this phenomenon. However, J. Baudrillard denies such a relationship. According to him, the code (in our case, for example, the image component of the TV broadcast) is by its nature deceptive. He claims that the reference to reality is only simulated, and that the code does not reflect any actual status. And so the most important feature of the code is the ability to let the reality disappear.²⁷ His simulation model was first described in *Symbolic Exchange and Death*,²⁸ where he introduces the term of simulacra. J. Baudrillard says: “*The simulacrum is never what hides the truth — it is truth that hides the fact that there is none. The simulacrum is true.*”²⁹ As K. Murdza specifies, the simulacra do not stem from reality, but only from its models, it means that they appear as real and authentic, even though they are not. According to him, simulacrum is a “*fantasy construct that does not derive from reality but from the interpreted models created by the media*”.³⁰

The essence of the simulation is to destroy the difference between the true and false and therefore the aim of simulacra is, as M. Šebeš sums up, for them to be unrecognizable from reality, even though they are not real. This way they become hyperreal: “*From this point of view, the most accomplished are media images, the display of things and events through mass media. The most accomplished because they are best capable to hide their simulacra nature and therefore they are considered to be the trusted impressions of reality*”.³¹ The issue of hyperreal images can be very well applied to TV news, in terms of the use of “neutral” images to replenish or illustrate some information or archived footage. Since there is often a lack of exact labelling of such materials, it causes some distortion of reality, which merely confirms the simulacra nature of the news report. Typically, this is especially true for the news reporting an event going to take place in the near future. Regular EU summits in Brussels can be used as an example. If the summit of the top leaders of the member countries begins at 12.00 CET and at 7.00 CET we will broadcast an announcement news on what the subject of the negotiations will be or should be, there are two options for us. Either we will use illustrative coverage for the summit

²⁵ McLUHAN, M.: *Jak rozumět médiím – extenze člověka*. 2nd Edition. Praha : Mladá fronta, 2011, p. 332.

²⁶ BAUDRILLARD, J.: Simulacra and Simulations. In BAUDRILLARD, J. (ed.): *Selected Writings*. Stanford : Stanford University Press, 1988. [online]. [2017-12-01]. Available at: <<https://nbrokaw.files.wordpress.com/2010/05/baudrillardsimulacraandsimulations.pdf>>.

²⁷ BAUDRILLARD, J.: *Dokonalý zločin*. Olomouc : Periplum, 2001, p. 8-14.

²⁸ For more, see: BAUDRILLARD, J.: *Symbolic Exchange and Death*. London : Sage, 1993.

²⁹ BAUDRILLARD, J.: *Praecessio Simulacrorum*. [online]. [2017-12-01]. Available at: <<http://www.egs.edu/faculty/baudrillard/baudrillard-simulacra-and-simulations.html>>.

³⁰ MURDZA, K.: Bezpečnostní realita a postoj médií k interpretaci bezpečnosti. In URBAN, L., DUBSKY, J., MURDZA, K. (eds.): *Masová komunikace a veřejné mínění*. Praha : Grada Publishing, a. s., 2011, p. 175.

³¹ ŠEBEŠ, M.: Simulácia a hyperrealista: Kritická reflexe médií v díle Jeana Baudrillarda. In VOLEK, J., BINKOVÁ, P. (eds.): *Médiá a realita*. Brno : Masarykova univerzita, 2003, p. 75.

preparations (some exteriors of the European Council buildings, police barriers with members of the security forces, streets of Brussels, its inhabitants, aerial images of the city, etc.) or we will cover the news by the archived footage from the previous summit. We build a kind of media reality that influences the recipients' view of the world. The recipient does not have any knowledge of whether the pictures are real or illustrative (archive) unless they are sufficiently labelled. In television practice, however, we rarely encounter the "general" shots to be labelled with headlines, unless they are a specific display of a particular event, such as a protest, parade, attack, natural disaster, etc.

V. Hochelová says that there is yet another dimension in the news, in addition to factuality, such as narrative, varying from a storyline to mythological character. In her opinion, news production is subject to rules similar to the construction of fictional stories. Journalists compile news reports in compliance with proven methods and templates. It means they have an established compositional form. Since a social reality image is subject to a structure built according to particular journalistic rules, according to her it is possible to conclude that the image in question is real and fictitious at the same time.³² Also G. Burton and J. Jiráček consider the news as a "non-fictional" genre that contains more fictional elements than it may seem. There is an omnipotent narrator (considered a sort of hero) present. The narrator's task is to accompany the recipient through the events of the day, to cope with the individual issues in the form of live feeds, resulting in the successful completion of the whole session by a closing headline overview. This overview may, if necessary, be replaced with a shoot about an entertaining curiosity or some animal cubs. G. Burton and J. Jiráček talk about some supporting characters as well, i.e. about reporters, participants of events at home and abroad (including political figures, government officials, etc.), various experts and observers. The news is also balanced in terms of the impact of human psyche, it consists of both, dramatic and calming parts. The news reports show different degrees of dramatization. The conflict present can generally result in multiple solutions. Still, for the television news, the trust and confidence of the recipients are still on the first place.³³ As M.T. Iłowiecki and T. Ząsepa add: *"We slowly become accustomed to thinking about reality, but also about ourselves, in the categories in which reality is represented by television and the mass media in general [...] the television and new media are yet the best of the invented systems to direct the general public's attention to events and people, as well as the best system to organize and direct the way of thinking about a certain topic."*³⁴ By this they confirm an obvious effect the media have on an audience that uses news to orient themselves in the everyday events that they cannot experience empirically. At the same time they add that the media, to which recipients rely in order to learn the opinion of a dominant part of society, generate general ignorance. *"It is a situation where the recipients, together with the media and under their influence, present that the public opinion in their country is such and not dissimilar, although the real opinion of the majority is quite different."*³⁵ It is a result of a not-so-objective and, in a sense, false representation of "reality" as described above. The recipients form opinions on everyday reality also with the help of media, though even media themselves cannot capture reality completely objectively. But how can they objectively report on particular events when not

³² HOCHELOVÁ, V.: *Hodnotové aspekty masmédií s dôrazom na spravodajstvo*. Nitra : FF UKF, 2011, p. 93.

³³ BURTON, G., JIRÁK, J.: *Úvod do studia médií*. 2nd Edition. Praha : Barrister & Prncipal, 2003, p. 192-193.

³⁴ IŁOWIECKI, M. T., ZASEPA, T.: *Moc a nemoc médií*. Bratislava : Typi Universitatis Tyrnaviensis, 2003, p. 38.

³⁵ IŁOWIECKI, M. T., ZASEPA, T.: *Moc a nemoc médií*. Bratislava : Typi Universitatis Tyrnaviensis, 2003, p. 40.

even an individual as a being is able to interpret perfectly what he/she himself/herself experiences without leaving out (to him/her) insignificant information or without forgetting some details about the commented reality? Even the very selection of words to report the events is a subjective interference.

Conclusion

The media with its effects interfere with the everyday life of recipients and are able to shift it either in positive or in negative direction. That is why we can refer to media as bearers of power in the society. As M. Solík, J. Višňovský and J. Lalahová point out, the essential role of the media is to shape social consciousness of the recipients, while also influencing their perception of the surrounding world and society as such.³⁶ In the age of information we currently live in, an information has an important status and specifically the news is its communicator. However, a continuous technological development and progress in today's society are also associated with a decline of certain types of media and their importance as a source of information in everyday life. As M. McCombs emphasizes, in public affairs, *"the fact is that greater the need of an individual to be oriented, the more likely they are to listen to the agenda of the mass media providing a lot of information about politics and government."*³⁷ Thus the journalists participate in creating the public opinion. Their intervention is clearly provable merely by one of the media impacts, namely by establishing the agenda. Therefore, the news gives directions to recipients in their decision-making processes and their orientation in everyday life.

However, as we may notice, news blocks cannot fully and adequately cover all events of the day in their uniqueness and unrepeatability. This means that the media reality is not an accurate reflection of the objective reality, since by its very nature, to inform and reproduce the events "out there" is not possible. According to McCombs, the news media offer a *"limited view of a wider environment similar to the limited view of the outside world, as allowed just through narrow windows in some of the modern buildings. This metaphor is even more accurate when the window glass is less translucent and have uneven surfaces"*.³⁸ We assume that the concepts of the outside world (beyond our empirical experience) are often distorted and incomplete, since based on media information. These images become more realistic than reality itself, as J. Baudrillard points out. They obscure an unparalleled uniqueness of the individual events, they are pulled from the natural environment into the environment of the game of light, on the TV screen. The spatial distance of the phenomena is lost – though we can assume that the recipients do not feel that the event is coming to them through the screen but that they move towards the event. Even though the news process consists of the multiple times reinterpreted facts, a targeted narrative and a clear interference in the event by arranging the individual images in the form required by us, supplemented by edited commentaries and tendentiously selected synchronized statements; socially, the news, and especially the TV news, are probably still

³⁶ SOLÍK, M., VIŠŇOVSKÝ, J., MINÁRIKOVÁ, J.: Media as a Tool for Fostering Values in the Contemporary Society. In *European Journal of Science and Theology*, 2013, Vol. 9, No. 6, p. 71-77.

³⁷ MCCOMBS, M.: *Agenda setting: Nastolování agendy – masová média a veřejné mínění*. Praha : Portál, 2009, p. 106-107.

³⁸ MCCOMBS, M.: *Agenda setting: Nastolování agendy – masová média a veřejné mínění*. Praha : Portál, 2009, p. 52.

considered an important and essential source of information about events both at home and around the world.

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THEORETICAL REFLECTION OF THE ISSUE OF ELECTRONIC BULLYING PARTICIPANTS

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Abstract

The contribution deals with the issue of electronic bullying with a special emphasis on actors and participants in this process and has the character of a theoretical study. The contribution reflects a number of categorizations involved in different authoring approaches and opinions. The main objective of the contribution is therefore on the theoretical level define the basic features and characteristics of three basic groups of cyberbullying actors – aggressors, victims and watching groups. The author also reflects a number of implications and consequences that this form of aggression can cause, especially from the point of view of the victims. It also deals with the reasons and motivation of aggressors for their unwanted behaviour. The contribution also places emphasis on the indirect participants – those who are watching, who, however, can significantly determine the development and direction of the process of electronic bullying through their behaviour.

Key words:

Aggression. Aggressor. Consequences. Cyberbullying. Victim. Watching group.

Introduction

Bullying through digital media and information and communication technologies is one of the forms of unwanted aggression in interpersonal relationships. When we talk about bullying and its actors, they are mostly divided into three basic groups – victims, aggressors and viewers, while especially in the case of victims and aggressors, the emphasis in the description is placed mainly on their personality characteristics. The notions of "victim" and "aggressor" may then tend to suggest that certain children and adolescents are, in terms of personality or appearance, disposed to be weaker and more victimized, while others have characteristics that predestine them into the roles of attackers. A. Černá¹, however, points out that cyberbullying is a group phenomenon. In addition to personality traits, the dysfunctional relationships of given group or collective have the greatest impact on the occurrence of this phenomenon. Other important factors include social roles and actors' positions, group norms, and group structure and processes. A similar view is held by H. Macháčková – L. Dědková², and they state that especially in the collective, broken relationships or norms are manifested, which can result in bullying. In describing cyberbullying, they particularly highlight witnesses who are unwillingly involved in this process to a certain extent and the overall social environment in which cyberbullying is taking place. In the next part of the contribution, we will define the individual participants of cyberbullying and their characteristics. Interesting classification is offered by Slovakian cyberbullying expert K. Hollá³ and she divides the actors of cyberbullying into six categories:

1. cyberaggressor (or cyberthyan);
2. combined aggressor, i.e. a person who performs offline and online bullying;
3. aggressive cybervictim, who can be both cyberaggressor and cybervictim;

¹ ČERNÁ, A.: Online obtěžování a kyberšikana. In ŠEVČÍKOVÁ, A. (ed.): *Děti a dospívající online. Vybraná rizika používání internetu*. Praha : Grada, 2014, p. 129.

² MACHÁČKOVÁ, H., DĚDKOVÁ, L.: Aktéři kyberšikany. In ČERNÁ, A. (ed.) et al.: *Kyberšikana. Průvodce novým fenoménem*. Praha : Grada, 2013, p. 55.

³ HOLLÁ, K.: *Sexting a kyberšikana*. Bratislava : Iris, 2016, p. 34.

4. passive cybervictim;
5. false cybervictim, it is not a victim in the true sense, but an aggressor/persecutor who pretends to be a victim;
6. viewers and supporters.

The main objective of the contribution is therefore, through theoretical reflection, to identify and define the basic theoretical background of the presented problem, in particular to specify the characteristics, profile and behaviour of individual groups of actors in the process of electronic bullying. To achieve this objective, qualitative methods of investigation were used, primarily a hermeneutic method, in order to understand and interpret texts, as well as analytic-synthetic and induction-deductive methods of investigation.

1 Cyberaggressor

Aggressors (offenders, attackers) of electronic bullying can also be referred to as e-aggressors. This notion describes aggressively acting person and at the same time warns of the way of manifestation through technology. M. R. Kohut⁴, in connection with aggressors, states: *"In addition to sophisticated technologies, cyberbullying does not differ from traditional bullying by the aggressor. As in a different form of bullying, the aim is the same: to injure, frighten and humiliate the victim either publicly or privately"*. In cyberbullying, however, the aggressor is offered more powerful and stunning weapons in the form of information and communication technologies. The personality of the aggressor is formed during his ontogenesis. K. Hollá⁵ refers to E. Jaššová, who points out that most child abusers use their physical superiority that facilitates their aggressiveness. This method of self-assertion is more frequent in children who lack other opportunities to attract attention, other qualities, have a narrower range of interests. They can have a lot of energy that is not regulated and is vented in their aggression. Some aggressors may act as extroverts with a tendency to entertain collectives at the expense of the other. In cyberbullying, however, the physical strength does not matter. If we talk about a cyberaggressor, it does not have to be about individuals who are socially more adept in the real world; on the contrary, it can be about people who are in real life non-assertive, shameful, unable to establish relationships with others. The cyberspace gives them an opportunity to be active and aggressive. For individuals who are considered to be physically or socially weaker, the virtual environment can also represent strength thanks to anonymity and greater skill in handling technology. It does not matter for age, gender, power and social status, or for real life successes. In addition to anonymity, the absence of visual and auditory feedback can also negatively affect and support cyberbullying. By not seeing the victim, the aggressor is unable to evaluate the implications of his behaviour, both affective and cognitive.

⁴ KOHUT, M.: *The Complete Guide to Understanding, Controlling, and Stopping Bullies: A Complete Guide for Teachers & Parents*. US, Florida, Ocala : Atlantis Publissh Group, 2008, p. 26.

⁵ HOLLÁ, K.: *Elektronické šikanovanie: Nová forma agresie*. Bratislava : Iris, 2010, p. 28.

As M. Vašutová et al.⁶ state, empathy and set internal limits with limited contact or insufficient feedback strongly decimate. N. Willard⁷ has a similar view and states that "when a young aggressor sees that response of others for his aggressive behaviour is a rejection, this knowledge can lead him to a sense of shame, to "loose face"". A. Černá⁸, in this connection, adds that for aggressors of any bullying, there is a common low degree of empathy compared to others. They cannot empathize with the victim and understand what injuries they are causing. In cyberbullying, this phenomenon will stand out even more – it refers to the so-called cockpit effect (Heirman, Walrave, 2008) – this is a comparison based on World War II aviators who fired bombs into the civilian population. The people were so far away from the cockpit and unreal that the aviators did not even think about them and the suffering that they caused them. Similarly, the cyberaggressor does not see his victim and his reactions, and does not see how much damage he could cause him. We can then identify a cyberaggressor with a person who does not feel guilty and does not worry about the fact that someone is being hurt. He does not consider his actions to be immoral and often blames for the victim. Aggressors of cyberbullying can be divided into active and passive.⁹ An active e-aggressor is a person who, in many situations, reacts aggressively, has a positive attitude towards violence and a strong need to control others. The passive e-aggressor is loyal to the suffering of others and often becomes a contributor to the bullying of others. Different styles of cyberbullying are characteristic for different types of cyberaggressors. They also differ in the motives of their behaviour, the ways in which they hide or disseminate their activities.

A. Kavalir et al.¹⁰ classifies four types of cyberaggressors as follows:

- **Type of so-called "Revenge angel"** – for this type it is indicative that he does not perceive himself as an aggressor. He sees himself as a person who repairs evil and protects himself and his surroundings from the "villain" – his victim. These include people who often become aggressors for two reasons. In the first case, because they were themselves the victims of offline or cyber bullying, and they feel that they have the right to avenge others for what they have to survive. In the second case, it regards people who are trying to protect a friend who has become a victim of bullying. These types predominantly bully by themselves, but they can engage others in their activities. They want to take justice into their own hands.
- **The type of aggressor who seeks power** – these are people who apply authority and power, and want to prove their strength. They want to control others through fear and often need the audience they praise with their activities. If they do not receive a sufficient response, praise, the attacks rise. Interestingly, actors are often girls, less physically fit, unpopular children. However, they demonstrate greater technical skills. Their intention is to frighten, prevent the victims, while anonymous cyberspace environment makes it possible for them, and the fact that they cannot directly confront the victims. They act hard, rough, but they are not like that in reality. Due to the above-described features, it can be the most dangerous type of cyberaggressors among all.

⁶ VAŠUTOVÁ, M. et al.: *Proměny šikany ve světě nových médií*. Ostrava : FF Ostravské univerzity v Ostravě, 2010, p. 91.

⁷ WILLARD, N.: *Cyberbullying and Cyberthreats: Responding to the Challenge of Online Social Aggression, Threats, and Mistress*. Champaign : Research Press, 2007, p. 76.

⁸ ČERNÁ, A.: Online obtěžování a kyberšikana. In ŠEVČÍKOVÁ, A. (ed.): *Děti a dospívající online. Vybraná rizika používání internetu*. Praha : Grada, 2014, p. 133.

⁹ HOLLÁ, K.: *Elektronické šikanovanie: Nová forma agresie*. Bratislava : Iris, 2010, p. 29.

¹⁰ KAVALÍR, A. et al.: *Kyberšikana a její prevence – příručka pro učitele*. Plzeň : Člověk v tísni o. p. s., 2009, p. 19-21.

- **The type of spoiled girls** – they are mostly girls who are bored, looking for distraction and fun. They most often bully other girls from whims. They commit cyberbullying usually to entertain themselves and require an audience. Their activity is extinguished if the actor and the viewer do not receive the appropriate entertainment they expected from their proceedings.
- **The type of unintentional aggressor** – it may not be an aggressor in the true sense of the word. They react inadvertently to a hateful, provocative attack, ignoring the consequences of their actions. They may feel injured or angry; they tend to react to anger and frustration. They do not think about their actions before clicking the "send" button. They are not aware of the importance of cyberbullying, they are experimenting, and they do individual acts often for fun or just because they simply "can".

We consider it interesting to also briefly mention the characteristics of the cyberaggressor from a *gender perspective*. Cyberbullying research studies do not provide adequate gender differences in e-aggressors. Some authors do not mention any significant changes and claim that gender is not a significant predictor of engaging in cyberbullying. Research by N. A. Card et al. (2008) has led to findings that boys are more physically aggressive, and physical attacks (such as threats of physical violence through electronic communication, happy slapping, etc.) are also involved in individual forms of bullying. Girls have strong verbal abilities and can make attacks through text messages. However, gender differences are less different in cyberbullying than in traditional bullying. Any differences may be due to different ways of using the Internet and online activities. Boys, for example, play games more often, so they can be the victim of direct cyberbullying – flaming, insults, and abusive language. Girls are more involved in social activities – they communicate, read, blog, contribute to discussions – they can encounter an indirect form of cyberbullying, e.g. forwarding e-mails, identity theft, defamation, slander, and so on.¹¹ K. Hollá¹² adds that in terms of gender, boys are more likely to become cyberaggressors as they have greater technical skills with complex Internet applications. However, this knowledge does not exclude girls from committing this socio-pathological phenomenon because aggressors choose this form of violence because of the anonymity of the cyberspace and the low possibility of real confrontation.

1.1 Combined Aggressor

The behaviour of the offenders in traditional and cyber bullying is similar in many areas. Aggressors engaging in traditional bullying use the cyberspace to boost their destructive behaviour. Combined aggressors have difficulty to adapt, compared to other aggressors. They conduct their behaviour based on certain motives such as power and entertainment, indicating that they are aware of their activities. They bully others not only because they are angry but also because of the achievement of specific goals. Empirical findings of S. Hinduj and J. W. Patchin¹³ pointed out that 51,6 % of those who cyberbullied others admitted to bullied at school at the same time. 18,1 % of respondents admitted to exclusive cyberbully.

¹¹ MACHÁČKOVÁ, H., DĚDKOVÁ, L.: Aktéři kyberšikany. In ČERNÁ, A. (ed.) et al.: *Kyberšikana. Průvodce novým fenoménem*. Praha : Grada, 2013, p. 68.

¹² HOLLÁ, K.: *Kyberšikana*. Bratislava : Iris, 2013, p. 34.

¹³ HINDUJA, S., PATCHIN, J. W.: *Cyberbullying Data*. [online]. [2018-04-13]. Available at: <<https://cyberbullying.org/2016-cyberbullying-data>>.

2 The Victim of Cyberbullying

A victim of cyberbullying becomes an individual who is the object of others' aggression. Interesting are the ideas of P. Tournier¹⁴, according to who all people are weak in essence, because everyone is afraid that they may be showing their inner weakness in front of others. They differ, however, from their different responses to anxiety. The strong reaction is to give man a sense of security and aggression, hiding his weakness and fear by causing fear in others. A weak reaction raises frustration, awareness of one's own weakness then takes courage. *"Poor individuals are left to be destroyed because they believe in the power of others, but they do not see that powerful individuals only pretend their power and try to destroy the weak to confirm their triumph"*. In the context of traditional bullying, according to Olweus (2003) we can divide the victims into two groups. The first group consists of poor, vulnerable (the physically weaker, little assertive, insecure) children and adolescents, which are an easy target for aggressors (so-called passive victim). The other group includes victims who, by their own characteristic or feature, invoke aggression in others. These are children who suffer from hyperactivity, impulsivity, are hostile and aggressive, as a result of which they are rejected in the collective and they lack friendly relationships. In the case of cyberbullying, there are two more victims – *an aggressor who becomes a victim himself*, either because he or she is revenging himself or because in the cyberspace, opposition from the audience is raised by its behaviour and actions. The second type is individuals who do not normally deviate; sometimes they even have a good status in the collective. But in the cyberspace, they become vulnerable: an aggressor can access them simply via an online application or smartphone and abuse their personal data and information.¹⁵

In cyberbullying, the victim can become virtually anyone due to his or her abilities, physical fitness or, on the other hand, roughness, appearance, age, race, gender, social security, sexual orientation, handicaps, or other personal characteristics and features. The victim can also be randomly selected (e.g. by accidentally dialling a phone number). The prediction of an individual's risk may be his use or abuse (in the form of addiction) of ICT resources. Teenagers, who share their identity and ideas online, for example on social networks, are therefore much more prone to be victims of cyberbullying than individuals who lead a less active virtual life. H. Macháčková – L. Dědková¹⁶ also add that the victims on the Internet are also publishing more personal data, which allows the aggressor to contact them repeatedly even if they never met in the real world. It is also typical for victims that in cyberspace, they reveal themselves more than others; they share more personal and intimate information even when communicating with strangers. This makes them more vulnerable because all this information and data can be misused. However, the authors emphasize that this behaviour (self-revealing, frequent communication on the Internet, etc.) is not in itself a consequence of cyberbullying. Electronic bullying has a certain relationship with this type of behaviour, but its origin and base is mostly elsewhere. According to K. Hollá¹⁷, the low level of skills and control of information and communication technologies is a characteristic feature for cybervictims as well. From this

¹⁴ TOURNIER, P.: *Silní a slabí*. Praha : Návrat domů, 1995, p. 14.

¹⁵ ČERNÁ, A.: Online obtěžování a kyberšikana. In ŠEVČÍKOVÁ, A. (ed.): *Děti a dospívající online. Vybraná rizika používání internetu*. Praha : Grada, 2014, p. 131.

¹⁶ MACHÁČKOVÁ, H., DĚDKOVÁ, L.: Aktéři kyberšikany. In ČERNÁ, A. (ed.) et al.: *Kyberšikana. Průvodce novým fenoménem*. Praha : Grada, 2013, p. 63.

¹⁷ HOLLÁ, K.: *Kyberšikana*. Bratislava : Iris, 2013, p. 37.

premise, victims of cyberbullying are more likely to become girls in terms of gender. If online attacks occur due to boredom, fun, or distractions that are performed by the girl – an aggressor, her victims are more likely to be girls than boys. Similarly, it is also the case for sexually motivated cyberbullying, which are mostly subject to girls. However, these facts do not exclude boys as victims of electronic bullying and its various forms. For example, in happy slapping, it is possible to assume that boys are more likely to be victims, as it is also a physical attack on a victim which is recorded and later virally disseminated in the cyberspace.

If we were to define the victims of cyberbullying in terms of age, we must state that since the performed attacks are often unexpected, it may occur that aggressors are attacking not only peers but also significantly older people, e. g. retirees, invalids, pregnant women and others. K. Hollá, in this context, states that *"in terms of age, cyberbullying occurs in pupils of the elderly school age, this does not exclude the involvement of children of younger school age"*. According to A. Černá¹⁸, cyberbullying and online harassment mainly concerns adolescents. *"The prevalence of bullying culminates between the twelfth and the thirteenth year and decreases as the age increases; the most sensitive period is often referred to as a transition to grammar-school"*. M. Brestovanský¹⁹ also points out that the most risky groups threatened by cyberbullying are, in particular, adolescents who create close acquaintances and relationships on the Internet. This group of young people is very vulnerable to potential invaders, especially when they live their online relationships anonymously, alone and without the support of a peer group, in which they would gain knowledge and experience of what is and is not appropriate. The frequency of creating these relationships is also conditioned by the culture of the society – it is higher in high technology society with a tradition of informatization of life (USA, South Korea, Japan). With this statement, it is only possible to agree because especially children and juvenile, partially adolescents (generation Z), are currently considered to be the most endangered and most vulnerable age group in relation to the category of online risks and cyber-security. What features has the person who became the victim of cyberbullying? A. Hudecová – K. Kurčíková²⁰ refer to P. Říčan (1995), who describes the characteristics of the victim of bullying and divides them into:

- direct – subordination to the aggressor's commands, do not pay off various minor attacks on the child;
- indirect – the child is mostly alone in the school, has no friends, looks for teacher's proximity, is uncertain, frightened, and acts sad.

If we talk about abuse or bullying in any form, it is obvious that serious injuries can occur to the victim (physical and psychological). Adults, who have experienced childhood bullying, state serious problems that they have to fight in real life (e.g. loss of trust, fear of new situations, social phobia and anxiety, non-communicativeness, loneliness, suicide attempts, or self-destructive behaviour).

¹⁸ ČERNÁ, A.: Online obtěžování a kyberšikana. In ŠEVČÍKOVÁ, A. (ed.): *Děti a dospívající online. Vybraná rizika používání internetu*. Praha : Grada, 2014, p. 120.

¹⁹ BRESTOVANSKÝ, M.: Kyberšikanovanie. In ADAMÍK-ŠIMEGOVÁ, M., KOVÁČOVÁ, B. (eds.): *Šikanovanie v prostredí školy. Možnosti prevencie a zvládania*. Trnava : Typi Universitatis Tyrnaviensis, 2011, p. 90.

²⁰ HUDECOVÁ, A., KURČÍKOVÁ, K.: *Kyberšikanovanie ako rizikové správanie*. Banská Bystrica : PF UMB, 2014, p. 40.

3 A Watching Group

As we have already mentioned above, bullying as such does not only mean the relationship between the victim and the aggressor, but it is a group process. Due to the social nature of bullying, engagement and feedback of viewers are often critical to its further development. There are a few possible types or roles of a watching group. Olweus (1993) divides them on the basis of attitudes towards bullying (positive, negative, neutral, indifferent) and particular action (active/passive intervention) as follows:

1. The followers of the aggressor who actively support him;
2. Those who openly support the aggressor, but do not hurt the victim themselves;
3. Those who support the aggressor, but not openly and remain passive;
4. Non-aligned observers;
5. Those who disagree with bullying and are on the victim's side, but they do not show it openly and do not actively engage;
6. Those who are trying to actively help the victim.

Interestingly, most children and adolescents, according to researches, condemn bullying as such and state that if they become witnesses of bullying, they would be on the victim's side. This attitude is certainly praiseworthy, but unfortunately in most cases it does not match how the witnesses eventually behave in concrete situations. Their resulting decision and behaviour is influenced by the individual characteristics, but also by the group processes and the overall context in which the bullying takes place.²¹ In cases of traditional bullying, only a narrower group of individuals (e.g. a class-size group) is involved. In the case of cyberbullying, virtually anyone who uses ICT tools can become part of the audience. While offline bullying witnesses see for themselves, cyberbullying is changing the situation and the role of the viewers. Electronic bullying can even be hidden - for example, through private IM messages and no one could know about it. One of the main differences is that children and adolescents can witness cyberbullying without being physically with a victim, aggressor or anyone else. P. Sak and K. Saková²² state that "*new technologies create a new quality of sociability, namely **digital sociability**. In the cyberspace or digital space, new relationships are emerging and living, new societies are emerging, communities functioning on new forms of communication that are likely to create new social norms of actions. The character of these communities is the crossing of the borders of states, nations and cultures*".

Witnesses of bullying can therefore incite, silently approve or not prevent individual expressions. Traditional and electronic form of bullying often consist of a group of children and adolescents, using or isolating one pupil and gaining the loyalty of watching group, whose members are afraid of becoming other victims. K. Hollá²³ states that in social psychology, this phenomenon is called a *bystander effect*. Its essence is the silent tolerance of violence which occurs in terms of ensuring one's own safety. L. Kupková²⁴ adds that if someone is in a state of emergency, whether or not help is provided depends on many

²¹ MACHÁČKOVÁ, H., DĚDKOVÁ, L.: Aktéři kyberšikany. In ČERNÁ, A. (ed.) et al.: *Kyberšikana. Průvodce novým fenoménem*. Praha : Grada, 2013, p. 70.

²² SAK, P., SAKOVÁ, K.: *Mládež na křižovatce. Sociologická analýza postavení mládeže ve společnosti a její plohy v procesech evropeizace a informatizace*. Praha : Svodoba Servis, 2004, p. 124.

²³ HOLLÁ, K.: *Elektronické šikanovanie: Nová forma agresie*. Bratislava : Iris, 2010, p. 33.

²⁴ KUPKOVÁ, L.: *Zásah prizerajúceho sa*. [online]. [2018-04-15]. Available at: <http://www.p-mat.sk/pytagoras/zbornik2007/101_Kupkova.pdf>.

factors, e.g. the number of witnesses, the identity of the victim or the awareness of the events. E. Kubová²⁵ adds that the larger the group of witnesses, the less likely individuals are to seek help. The presence of others reduces the willingness to help – this phenomenon is described by the scientist as a *diffusion of responsibility*, the bigger the group, the less responsible an individual feels. If there is more than one person, people obviously think that responsibility is shared between them as if the significance of their own passivity declined. Sometimes, however, viewers oppose to the ongoing bullying and openly condemn this action throughout the group.

We agree with H. Macháčková and L. Dědková²⁶ that such reactions are one of the strongest factors preventing further spreading and continuing undesirable behaviour in any form of bullying. What matters is the *norm evaluating bullying* that prevails in the given environment and the collective. If bullying is perceived within the whole class or group as something bad, wrong, hurtful, it is occurring much less. In different cases, it is possible that bullying is simply not perceived as the behaviour against which its witness should appear. Unfortunately, in most cases of traditional and cyber bullying witnesses do not actively help the victim. Although they do not openly add on the side of the aggressor, as a result of their silence, they more or less support him. If the viewers do not respond in any way, they state a certain "silent consent" with this behaviour. Their presence is enough for the aggressor and he can explain it as an approval, endorsement or even encouragement for other inappropriate activities. Therefore viewers, although often unwanted, or inadvertently support ongoing cyberbullying through their passivity. It is even more complicated, especially for pedagogues and parents of victims, to understand why some individuals from the group of witnesses add to the aggressor as his active helpers. Such a decision is likely to be related to personality traits, or family and social backgrounds, upbringing as well as relationships in a group (for example, they are the aggressor's best friends; they also want to take revenge, etc.). K. Hollá²⁷ divides viewers into two categories:

- viewers who are afraid to interfere;
- viewers – supporters, who are having fun on the attack.

Standby witnesses can also be divided into active and passive, or voluntary and involuntary. The author claims that cyberbullying most commonly occurs in the presence of viewers who just decided to follow the development of the events instead of intervene (e.g. watching the aggressor's websites, reading inappropriate comments etc. but do not respond in any way). Otherwise (the active dissemination of inappropriate content), the so-called "snowball effect" come to the fore, that describes how the cyberbullying can get out of control of the aggressor. A "snowball" occurs when witnesses actively engage and sustain a cyberbullying, for example, by commenting on posts, uploading photos, videos, editing, and sharing them. In this way, the cyberbullying can continue even after completion of the act of the original offender – aggressor. M. Vašutová et al.²⁸ in the context of diffusion of cyberbullying also states, that it has a "viral nature," and the

²⁵ KUBOVÁ, E.: Jsme schopni zabít na povel? Nejzajímavější psychologické experimenty 20. století. In *Psychologie Dnes*, 2009, Vol. 15, No. 2, p. 53.

²⁶ MACHÁČKOVÁ, H., DĚDKOVÁ, L.: Aktéři kyberšikany. In ČERNÁ, A. (ed.) et al.: *Kyberšikana. Průvodce novým fenoménem*. Praha : Grada, 2013, p. 70.

²⁷ HOLLÁ, K.: *Kyberšikana*. Bratislava : Iris, 2013, p. 39.

²⁸ VAŠUTOVÁ, M. et al.: *Proměny šikany ve světě nových médií*. Ostrava : FF Ostravské univerzity v Ostravě, 2010, p. 94.

audience becomes more or less infinitely numerous, even after several years of bullying completion. In this context, we may also mention the concept of *secondary victimization* (known from criminology, criminal psychology and media studies), which refers to the situation where the victim of violence becomes a victim again, as a result of action or inaction and inadequate approach of official or unofficial institutions as well as individuals. This may have repeated undesirable consequences for the victim, so the extent of cyberbullying exceeds the range of traditional bullying several times. We can conclude that the uncertainty of the true nature of the occurrence, witnessed by the viewer, together with factors such as the disinhibitory effect, anonymity, and dispersal of responsibility contribute to the fact that internet viewers often do not respond in a way that would help the victims. In the cyberspace, they do not estimate the seriousness of the situation, they do not see the actors (which suppresses empathy towards the victim) and they are invisible themselves (which suppresses the sense of responsibility for their own actions).

Conclusion

Aggression, violence and their consequences – aggressive behaviour could be observed almost always. A specific form of aggressive behaviour is bullying and its transition to a new – virtual environment. Cyberbullying is therefore becoming a much more serious problem, as unlike traditional bullying, it is very difficult to actually reveal it (physical injuries, bruises, torn clothing are absent, etc.). The contribution presented the issue of electronic bullying with an emphasis on its actors and protagonists. In general, they can be divided into three basic groups – aggressors, victims, and watching group. The author reflects a number of specifics and characteristics of the individual participants in the process, and other contexts associated with their role in the process (e.g. motivation for aggressors, difficulty to escape from bullying in victims, etc.). We can consider the third category very important – indirect participants of cyberbullying, witnesses who only observe this process. It is them who often have the power to identify and design the direction and development of bullying. For example by publicly condemning the actions and behaviour of aggressors, bullies can understand that their activities are not right, or vice versa – if viewers express their support to the aggressors, they have no "objective" reasons to stop it. In particular, children and young people need to be able to reflect injustice, inappropriate behaviour, and cultivate their courage in order to stand up to those who really need their help.

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MODERN FORMS OF POLITICAL PARTIES' COMMUNICATION IN SLOVAKIA

Matúš Jankoľa – Jaroslav Mihálik

Abstract

In the 4th era of political communication, political parties are adapting their external communication to a new trend. This communication is not used as a matter of priority only at the time of the election campaign, but is visible permanently throughout the electoral term. Web sites or social networks are currently trending and moving traditional forms of communication through television, radio or personal meetings to the background. These forms are used constantly, but in terms of quantity, to a much lower extent. The social networks and websites of individual political subjects, which offer companies very direct and easily accessible information about party activity or activities of individual politicians, come to the fore. The contribution will focus on the use of social networks and websites by the political parties of the ČSSD and Smer-SD, who work closely together and have a similar ideological framework although operating in two individual countries.

Key words:

Blogs. Communication. ČSSD. Political parties. Smer-SD. Social networks. Websites.

1 The Century of Political Communication

Currently, good marketing communication is an indispensable part of getting the support and quality transfer of information to the line political party – society. In the narrower sense, marketing communication can be defined as a form of communication that an organization, in our case a political party, uses to inform, persuade but also influence today's and future voters of the political party itself. Companies or parties can in principle have four classic marketing communication tools such as advertising, public relations, personal sales, or direct marketing. According to the subject, for which purpose these tools are to be used, the subjects choose an effective strategy, but not always can be used in practice. According to Hesková, the main characteristic of communication is *"to mediate information and its content meaning to guide opinions, attitudes, expectations and ways of behaving in accordance with the specific goals of the organization."*¹

One of the classic forms of marketing communication is advertising. Advertising in political communication is largely used in electoral campaigns. The advertising can be defined as *„a nonperformant majority of paid and essentially forward-looking communication of information about products, services or ideas made by an identifiable sponsor across multiple media."*² It serves in particular to highlight the organization and its products, in our case the idea of a political party. For example, political entities can use advertisements for print, TV or radio advertising (predominantly in the pre-election period), online advertising and outdoor advertising in the form of large billboards, posters or light stands.³ At a time when a permanent type of political campaign is at the forefront, it is mostly external advertising used in a reactive manner. In practice, this means that political leaders are currently responding to the current political and social situation. Advertising has an unambiguously irreplaceable role in communication between

¹ HESKOVÁ, M.: *Marketingová komunikace součást marketingového mixu*. Praha : VŠE, 2001, p. 77.

² TAJTÁKOVÁ, M.: *Marketing kultúry*. Bratislava : Ekonóm, 2006, p. 186.

³ PALATKOVÁ, M.: *Marketingová strategie destinace cestovního ruchu*. Praha : Grada, 2006, p. 348.

commercial companies, non-profit organizations and political parties. This promotional mix tool can affect buying behavior, which, when applied to political parties, generates higher election profits.

Nevertheless, the direct relations with the public (public relations) also create a component of the communication mix. The intention is to strengthen the trust, understanding and systematic action of the political party with the public.⁴ It speaks of two approaches in terms of public relations. These are approaches of a reactive and proactive nature. The purpose of the proactive character is to respond promptly to the emerging crisis situations, the reactive goal is to respond to the situations and problems that arise, to neutralize the critical attitudes and the negative image. The general public relations theory defines several standards and generic PR variants that the political party itself can apply. For the needs of the political subject itself, emphasis should be placed on employee relations, media relations, community relations as well as crisis management.⁵ Employee relations emphasize positive internal consistency, positive internal relations, employees, but also collaborators and party volunteers. They also include the formation and clarification of opinions and attitudes, management behavior as well as co-workers, non-verbal connections and information transfers, running in all aspects of the organizations' (parties') functioning between management and co-workers, both in official and unofficial relationships.⁶ Media relations interfere with the publicity of the political party. The party can interfere, for example, with the organization of press conferences or the preparation of better quality and most interesting print materials. Community Relations focuses on effective communication with public authorities, and can also be described as a routine, inevitable PR of the political subject. This includes in particular a partnership with interest groups and independent local communities. Solution of the crisis scenarios is addressed by crisis management, which in its turn eliminates damage to the good name of a political party.

It is worth mentioning, in the case of classical forms of communication also direct marketing which can be considered as a marketing without intermediation and distribution channels. Simply put, it is a promotional campaign aimed at targeting a specific segment of the society and individually influencing it or getting support. A direct offer can help the political party to build an electoral base. Among its benefits include, for example, addressing to a segment, a high degree of customization, or building and maintaining a relationship with the client base. At the same time it is possible to find feedback in a very short time horizon.⁷ Technological progress is also directly linked to the use of new and more advanced marketing communication methods. Political parties are looking for more efficient forms, not only for retaining their current voters, but also addressing potentially the new ones. Well-played communication is therefore very important for the actual functioning and presentation of ideas and innovations.⁸ One of the newest phenomena of today's time and new media is Facebook, Youtube, Instagram and Twitter. This environment is used to communicate with friends, but also for very

⁴ KESNER, L.: *Marketing a management múzeí a památek*. Praha : Grada, 2005, p. 304.

⁵ BAČUVČÍK, R.: *Marketing neziskových organizací*. Zlín : Verbum, 2011, p. 190.

⁶ LUKÁČ, M., FÍBOVÁ, M.: Komunikačný audit internej komunikácie vo verejnej správe. In *Slovak Journal of Public Policy and Public Administration: Slovenská revue pre verejnú politiku a verejnú správu*, 2015, Vol. 2, No. 2, p. 131.

⁷ KESNER, L.: *Marketing a management múzeí a památek*. Praha : Grada, 2005, p. 304 .

⁸ TAJTÁKOVÁ, M.: *Marketing kultúry*. Bratislava : Ekonóm, 2006, p. 186.

simple information gathering in a single space. These platforms have also begun to take advantage of commercial companies as well as nonprofit organizations or political parties as one of the potential customer engagement marketing methods. The Facebook social network is considered the most popular but also the largest social network in the world. Its essence is the homepage of the individual users with basic information. Registered users, companies and political parties subsequently share this information with each other. Users can upload images, text documents, or videos to their profiles. Various types of ads serve to make the visibility of the contents. In their facebook profile, political parties can share basic information, current negotiations or legislative activity, as well as news and trends from the environment of the National Council of the Slovak Republic or individual ministries.

Facebook also lets you communicate in the form of live broadcasts, which politicians use very often. A typical example is the current Prime Minister of the Slovak Republic, Peter Pellegrini, who is trying to make use of this opportunity almost every press conference on which he performs. The social network also allows to distribute bulk invitations to events, in which way they can mobilize party supporters and voters. These people can then distribute them and form a community of a similarly minded part of society. Very strongly developed, but mostly in the Western countries is the Twitter social network. A typical example of this is the election of the US President, where there is not only a single social network in the sharing of information, but the Twitter social network is also the dominant communication interface. Users are adding and publishing tweets directly on the Twitter site or through short text messaging (Short Message Service) or using external applications (such as instant messengers). From a global perspective, it is therefore possible to link relationships in these forms as well as to create a new kind of interaction between the potential voter (society) and the political party itself. There are also quite a few blogs in Slovakia, some personal internet diaries. The blog can be said to be a special kind of content-refurbished website that includes information and personal contributions related to different topics. These posts are ranked according to the time when the most recent posts are visible on top pages. An important aspect is also the possibility of commenting on individual contributions by users, which increases the interactivity of the society, but significantly creates more room for the discussion itself. From a political point of view this instrument is a way for the society to actively monitor events in the political arena, or in the internal environment of a political party.

In targeted marketing through webpages of political parties, Epstein, in his publication entitled *Evaluating the Effectiveness of Internet Marketing Initiatives*, emphasizes the interplay of relationships and the need for this kind of political communication. Looking at this type of marketing, he presented some of the most common activities that are involved in creating an effective communication strategy of this type. These activities include, for example, the preparation of a political party site, the placement of visible ads on the web in the form of a party logo, or the possibility of sending emails about the activities of the political party, the supporters or the party itself. It is also effective to use a tool to search for a political party on the Internet, allowing the users to search for a political subject in the shortest possible timeframe using the key words.⁹ The complete

⁹ EPSTEIN, M., J. YUTHAS, K.: *Management Accounting Guideline Evaluating the Effectiveness of Internet Marketing Initiatives*. Canada : The Society of Management Accountants of Canada, the American Institute of Certified Public Accountants and The Chartered Institute of Management Accountants of Canada, 2007, p. 20.

above-mentioned theory needs to be effective in order to benefit the marketing and good results. Kotler, as one of the first authors of marketing effectiveness, claims that the first demand for effective marketing is based on market demands, in our case, from the point of view of political party leadership.¹⁰ Party leaders should recognize the possibilities and offer the best program and alternatives to society in terms of their needs and requirements. Very important are the aspects that make up this marketing efficiency. The very first and very important aspect for the political parties is society itself. Institutions as well as political parties operate within certain limits defined by size or budget. Political parties therefore need to know the society very thoroughly and at the same time accept its priorities. The following aspect is competitiveness. In practice, it is about knowing the competition, opposing candidates and at the same time having a sufficient presumption of the behavior of their opponents. But it may not be easy, in this case misleading information may also occur. It is the political party's priority to know about its consumers - the voters. Understanding which group of the society can really be interested in obtaining an electoral vote is very necessary, even demanding. In conclusion, it is necessary to know exogenous factors, ie factors that can positively and negatively affect the political subject itself during the electoral period or the pre-election contest about the voter.¹¹

2 The Rise of Social Networking By Political Parties

The second part of the paper will focus on quantitative analysis of the use of social networks by individual political subjects. From a quantitative point of view, the ideologically similar political parties will be compared - Smer-SD as the Slovak Social-Democratic Party with the Czech Social Democratic Party ČSSD. It is assumed that the parties will communicate roughly equally. Political parties, as already mentioned in the article, use the most diverse methods of communication with society. The most frequent method is the communication via social network Facebook. The quantity of contributions of individual political parties on this social network is reproduced in Table 1.

Table 1: The number of posts of SMER-SD and ČSSD on their Facebook profiles in 2018

	February	March	April
Smer-SD	20	26	39
ČSSD	11	16	20

Source: Own processing

A more active subject is the Slovak social-democratic party Smer-SD. However, this activity may be related to the parliamentary crisis, which was present in Slovakia in the months of March and April. When analyzing the data that the government reproduced through Facebook's social network, the contributions were mainly devoted to press releases, press information, or the current situation in the government coalition. It is obvious that former Prime Minister Robert Fico is less publicized, but he is quite active on the party's side, as he was left as the party chairman. After the resolution of the government crisis, the contributions are devoted to the traditional activities of a

¹⁰ KOTLER, P.: From Sales Obsession to Marketing Effectiveness. In *Harvard Business Review*, 1977, Vol. 55, No. 6, p. 67.

¹¹ NWOKAH, G., AHIAUZU, A. I.: Managerial Competency and Marketing Effectiveness in Corporate Organizations in Nigeria. In *Journal of Management Development*, 2007, Vol. 27, No. 8, p. 858.

government party, such as the government's deliberations on the current socio-political situation in Slovakia, but also the participation of MPs in individual political debates. The Czech Social Democrats are currently addressing the issue of government building that they want to be part of. Therefore, the contributions are focused on the negotiations of the political party bodies, the conditions of accession to the government, but similar to those of Slovakia, as well as information on participation in discussions and the like. Socially more active on the Facebook social network is the chairman of the Smer-SD party, Robert Fico (see Table 2).

Table 2: Number of posts by chairmen of political parties SMER-SD and ČSSD

	February	March	April
Robert Fico	57	26	6
Jan Hamáček	9	10	13

Source: Own processing

Again, as well as party communication the activity of the parties' representatives is vivid and vital. Robert Fico, when he was a prime minister was significantly more active than he is today. At the time of the onset of the government crisis in February 2018 he published up to 57 contributions on his facebook profile. It should be noted, however, that Jan Hamaček, the current chairman of the ČSSD took up his office only at the end of February, until then he was only a party politician and for this reason less productive activity is acceptable. However, the two chairmen have a similar agenda. There are also more personal meetings in the regions. On the Czech side, the ČSSD chair is currently addressing possible government co-operation, and vice-versa, the Slovak chair is rather in a defensive position. Looking at the table, there is a noticeable decline in contributions since the end of the mandate of the Slovak Prime Minister Robert Fico. At present, this communication is just some of the inertia of Robert Fico communication. Nowadays, it is a necessity for a political party to have a sophisticated and high quality web portal where potential voter or member can find basic information about the party, such as the calendar of events, the political party's applications, or the politicians themselves, through blogs or videos. Table3 points to the pros and cons of the Smer-SD and ČSSD political portal webpages.

Table 3: Web sites analysis of Smer-SD and ČSSD

	Smer-SD	ČSSD
Visible logo	√	√
Newsletter	√	√
Events calendar	√	√
Blog	X	√
Members recruitment	X	√

Source: Own processing

When analyzing web portals of political entities, several similar characters are visible. From a methodical point of view, the character √ indicates a well-managed content that is beneficial to the potential contributor, the X signifies the shortcomings that are missing on the web. Both parties have a strong presence of visible logo. Even a potentially unbiased visitor to the site is clear that it is on the political site's website. The positive is

the well chosen color which interprets the ideological focus of both sides. In order to improve the transfer of information, mainly to the membership and supporters, the newsletter is also a very prospective source of communication. Again, this method is used by both political parties on a high scale, it is also visible on the web site and the way of choosing and collecting information is very simple. Both parties have therefore again been positive. A calendar of events is the way the parties are trying to mobilize the public on individual actions that will include representatives of the political parties concerned. Both ČSSD and SMER-SD emphasize that the web offers a clear calendar of events. This way, the calendars point to meetings with citizens, negotiations in regions, or participation in cultural or other events of a similar nature.

Blogging of party representatives is in the Czech Social Democracy a much wider way of presenting own opinions than on the Slovak side. Smer-SD and its members almost do not use the ability to write blogs. This type of writing can be labeled as sporadic only, it is not a complete form and is not productive in quantitative terms. As for the ČSSD, the party and its members blog permanently. On the web site, the blogs of individual representatives are visible almost on a daily basis. Blogs are about the current situation in the country, but their content also depends on the person who writes the blog, and at the same time, from what job position in the party. While in the Smer-SD in Slovakia, this factor has to be criticized, the ČSSD fulfills it perfectly. Blogs are also easily accessible and visible on the web. The last factor was how to recruit members, or how to find the application itself on the site itself. Again, we need to criticize Smer-SD which has hidden this application on the bottom line in the section titled "Support us." This unfortunate way should be changed, it is badly visible to society and foolish. As far as the ČSSD is concerned, the recruitment page on its website is presented in the section titled "Good Country for Life." The society can easily find an acceptance form, and for undecided there is a possibility of "Am I going to be prospective?" section which explains why an individual can submit an application and how the member can benefit. When summarizing, it can be said that both parties have webpages that are characterized by their simplicity. The parties choose their colors in the same way, they offer information on emails, and the calendar of events is called for the mobilization. In terms of content, parties similar to their social networks present their opinions and arguments but without the social interaction of the social network. The quantitative content of the websites of the political parties is given in Table 4.

Table 4: The quantity of posts on SMER-SD and ČSSD web sites

	February	March	April
Smer-SD	17	16	5
ČSSD	5	8	7

Source: Own processing

As can be seen from the table, both parties do not overload their web portals with posts and comments. From the content point of view, they only deal with the most important topics, there are no discussions of individual representatives when websites offer a so-called overview of events over the last weeks or months. But the Slovak social-democratic party Smer-SD is more active offering almost twice as much information towards society on its web site. This low publicity may be a mirror of traffic to individual sites. In this case, the parties themselves do not have the need for active web-based information, so they use the other kinds of communication mentioned above through social networks. Both

analyzed political entities also use video news that brings together press releases, statements, or other media reports in one place. Smer-SD uses the SmerTV portal, a Czech ČSSD uses a section on the web with the subtitle video news for such communication. Both platforms present views of purely party character. Table 5 refers to the quantity of contributions of this kind.

Table 5: Video news on SMER-SD and ČSSD web sites

	February	March	April
Smer-SD	25	27	7
ČSSD	18	26	17

Source: Own processing

Conclusion

Both political actors have been forced to use new means of communication with time. As the analysis itself has pointed out the parties use, for example, websites, social networks as well as video recordings compared to the past. Political subjects choose a communication mix that focuses on personal encounters in combination with social networking. From the point of view of comparison, the social, democratic and social use of social networks and web sites is being used on a larger scale by the Slovak Social Democratic Party Smer-SD. This condition, however, could have caused the current socio-political situation in Slovakia, when it was desirable for political parties to communicate more effectively and more markedly with society. In this case, the Smer-SD government party was forced to make the communication more effective as the unfavorable situation occurred. When analyzing the content of the contributions, it is obvious that they mostly affect the present state, so in terms of quantity they dominated the topics of the government crisis and attitudes towards it, the strongest months were therefore February and March. As far as the Czech Social Democrats are concerned, dominated by the composition of the current government coalition and the change of the new chairman of the Jan Hamaček party. He was elected at the end of February, and he was lagging behind in communication with the chairman of the Smer-SD party, Roberto Fico. The websites of both political parties are at a high level and at the same time meet all the theoretical criteria mentioned in the first part of the analysis. However, the ČSSD does not mention the blogging of political figures, unlike the Slovak party. In this case, this state of affairs may be a demonstration of how to bring opinions outside the media even from members who are less well-known and active at the same time. Smer-SD does not use this option at all, except for the sporadic publication of the vlog by the President of the Party, Roberto Fico.

The analysis has highlighted the state of the Western Europe's penetration of communication forms. The 4th era of political communication points to a situation in which voters' voices are won not only through quality electoral programs but also through a well-established communication mix of individual marketing means. These means make electoral support more effective, while allowing political parties and policy-makers to find out how society interacts. Smer-SD and the Czech Social Democrats, despite having a long-term functional history, have been able to fully adapt to these communication tools and create a model that, as far as possible, can contribute to positive electoral gains in the future.

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THE MEDIA VIEW OF MIGRATION CRISIS IN CZECH REPUBLIC

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Abstract

Migration has long been a neutral concept for countries with economic reasons, so the issue of migration also appears to be a political issue where migrants themselves perceive themselves as a problem and refuse to accept them because society has individual prejudices against migrants. However, the issue of migration is a very broad subject that is viewed through a number of dimensions such as economic, security, cultural or religious. In the long run, the biggest problem was the economic dimension, which was a concern about the loss of domestic work or threatened to reduce wages. Migration trends and their changes can be easily seen through discourse and their gradual changes based on political and social conditions, where discourse is understood to be the constitution of social practice as such. One of the changes to migratory discourse is currently a number of unverified features that the general public has access to. Therefore, one of the objectives of the contribution is to offer the reader a partial picture of the state of the migratory crisis presented by the media.

Key words:

Discourse. Media. Migration Crisis.

1 Introduction

In the media environment as well as in society, within the migration policy discourse such terms are used which with their ambiguity and wrong use can significantly influence the direction of opinions in society. Incorrect use of terms such as a migrant, a refugee, an asylum seeker may appear vague and inaccurate in migratory discourse. This is precisely the reason why we will try to explain these terms in our work and to prove the relevance and correctness of terms used most frequently in this discourse. As the research problem, we define the direction of migration discourse as such because some political actors present inconsistent attitudes, which can lead to polarization of the company. The notion of the term migrant has no uniform use at the international level. Migrants are understood by the International Organization for Migration of IOM as persons moving to another country to improve their material or social conditions.¹ We understand the vision of migrants as a desire for a better, more decent, fairer or freer life. This reason for migration is, in our view, completely natural and understandable. The main motivation of the migrant does not have to be the escape from a threat or a disaster, which differs it from the term refugee, often replaced by the term migrant. A refugee or refugees are “persons fleeing from an armed conflict or a persecution”.² They cross national borders with the intention of saving their lives, seeking refuge and security in other states. Recognition and establishment of this concept at international level has ensured that these people will be assisted by international organizations and other states, as in the case of refusal assistance or asylum the situation for refugees would be destructive.

The power of the media is mainly symbolical and convincing. The media have the potential to control or influence the minds of their audience to a certain extent, but not directly influence their actions. They can significantly influence the attitudes of the public, and in

¹ IOM: *Glossary on Migration*. Geneva : International Organization for Migration, 2004. [online]. [2018-03-20]. Available at: <http://publications.iom.int/system/files/pdf/iml_1_en.pdf>. nenachádza sa v zozname

² EDWARDS, A.: *Stanovisko UNHCR: "Utečenec" alebo "migrant" - Čo je správne?*. [online]. [2018-03-22]. Available at: <<http://www.unis.unvienna.org/unis/sk/pressrels/2015/unisinf513.html>>.

relation to the topic, attitudes towards different minorities and migration. Van Dijk refers to the influence of the media as a social power that is the control of one group (media) over the actions and thinking of another group (the public). It is realized through so called the media's right to decide the extent and way of covering events and topics. In addition, online press releases significantly increase the impact on attitude formation, especially among young people. However, the power of the media is limited - the audience always retains at least some degree of autonomy in reading or watching news, not only passively accepts them.³ The relationship between the media and the audience is bilateral – although the media have control over the choice of themes, the scope and the way they are covered, they also have the ambition to be read by audience, and thus to "fit" into the audience's preferences. The audience is selective and utilitarian in choosing media content. It chooses what interests it and what fulfils its needs. Another feature of audience's behavior is intentionality, so it often picks up content that fits into its interpretations of the world.

2 Methodology

The subject of the analysis was the articles written in 2016 selected from Czech press reports which were overwritten and made available by the Anopress IT database. Newspapers that were the subject of the analysis were Young Front – Today and Lidové noviny, which appear in the Czech Republic as reliable media. Due to the number of articles, we have worked with one key word which task was to ensure the given context - the migration crisis. In the analysis, we studied all the selected articles and focused on technical reading, context searching, context repetitions, and actors who came up to inform about the state of the migration crisis as they make a significant contribution to the debate. Since the space for overall media and migration discourse is limited to the following paper, we offer a limited part of the media discussion about the migration crisis. As a turning point in formation of migration discourse, we consider the migration crisis which began in May 2015 and has significantly affected the perception of migration as such. Here we see a significant difference when from migration, which was considered a natural phenomenon in the destination countries, becomes a security threat and we can see a significant increase in radical attitudes towards migration in society.

Thus, the analysis material was all articles published from January 1, 2016 to December 31, 2016, with the exception of holidays and Sundays when the news is not released, after the selection made by the key word migration crisis. With the use of this filter we identified 353 media texts (MF-D 214, LN-139). Since the aim of the paper is to have a closer look at the media migration discourse in the selected period, the collected materials have been analyzed from several points of view - we first set out the quantification techniques we have focused on during technical reading – we tried to find out whether it was a negative report or positive as well as we checked the term used by the media in the context of the migration crisis - whether it was a refugee, a migrant or an asylum seeker. Furthermore, we did not leave out the basic quantifier - a section or type of text (reference, paragraph, whole article) and finally, the relationship with the European Union (see Table 1).

³ For more information, see: VAN DIJK, T. A.: *Discourse as Structure and Process: Discourse Studies: A Multidisciplinary Introduction*. London : Sage, 1997.

Table 1: Codes of quantification procedures**QUANTIFICATION PROCEDURES**

TITLE	THE DESCRIPTION OF VARIABLE	CODE	VALUE SECTION	NOTE
P1	RUBRICS	1	WORLD	In what kind of print media is the keyword occurrence
		2	HOME	
		3	OPINIONS	
		4	TITLE PAGE	
		5	OTHERS	
P2	TERM	1	REFUGEE	What term the media use in articles containing a keyword
		2	RUNNER	
		3	MIGRANT	
P3	TEXT	1	WHLE ARTICLE	What kind of text is involved - the entire article, paragraph, or article contains only a one-word reference
		2	PARAGRAPH	
		3	REFERENCE	
P4	MESSAGE COLORING	1	NEGATIVE	In what context is the keyword mentioned
		2	POZITIVE	
		3	NEUTRAL	
P5	EUROPEAN UNION	1	YES	The occurrence of the European Union's relationship
		2	NO	

Source: Own processing

Table 2: Share of quantification procedures in the Mladá fronta today and Lidové noviny in 2016**CODING PROCESS**

MEDIUM	P1					P2			P3			P4			P5	
	1	2	3	4	5	1	2	3	1	2	3	1	2	3	1	2
MF-D	68	43	43	7	53	67	29	27	72	48	78	142	11	86	87	127
LN	30	27	35	12	35	34	18	22	43	58	28	85	10	40	68	71

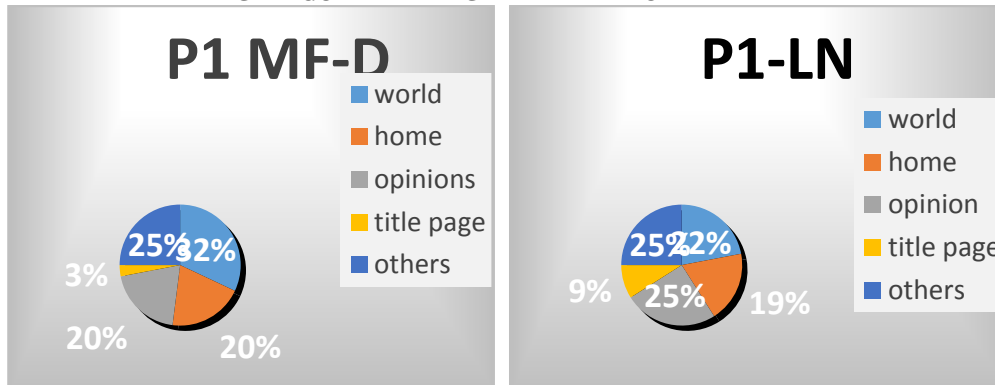
Source: Own processing

3 Results

The issue of the migration crisis most commonly appeared in the section World as shown in graphs 1 and 2, the link to the European Union and transferred responsibility for the current situation were very often. We can say that the issue was greatly personalized to Angela Merkel and her attitudes to the crisis. The Czech society strongly rejected her opinions and took a more radical stance, as evidence can be results from the Eurobarometer which states that up to 79% of the Czech Republic's population sees migration as a problem and up to 89% is for a tighter protection of the border. For comparison, "only" 69% see the biggest problem with unemployment. The issue of

migration has become a priority in the Czech Republic. The sections we selected were the world, the home, the views or the title page that appeared regularly in newspapers. In the section “others” the topics that appeared rarely, most of them were various annexes or regional rubrics.

THE CATEGORY IN WHICH THE KEY WORD APPEARED



Graph 1: Kind of section in which was the migration crisis mentioned
Source: Own processing

Graph 2: Kind of section in which was the Crisis mentioned
Source: Own processing

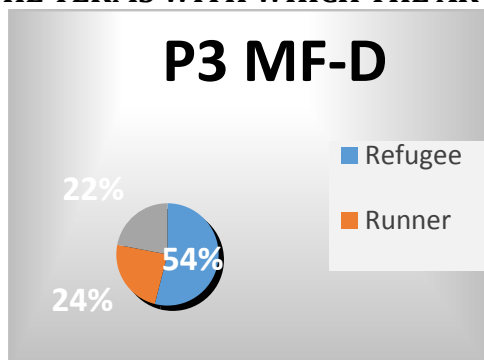
However, the biggest problem was the terminology itself; in the case of LN and MF-D was the most commonly used the term refugee. The term runner was also equally represented in both analyzed media, with MF-D being used more often than LN. On the contrary, LN more used the term migrant compared to MF-D (Graphs 3, 4). In the case of the migrant and the runner, the media did not distinguish between concepts and used both of them with the same meaning in one context. However, this also applies to the term “refugee”; such articles appeared where all the terms were used within one text and one context. *“...On the Greek island of Chios yesterday continued another night of violence, during which two volunteers helping the **refugees** were attacked. According to the Greek agency ANA, the incinerating bottles destroyed two tents and caused the escape of about 150 people from the Suda camp. On the island there is a growing tension between local residents and about 4,000 local **runners**. A day earlier, a group of **migrants** raided liquor stores and stole also some fireworks and fired it among other residential buildings surrounding the camp. Police officers who had arrested three Algerians and one Iranian ...”⁴*

In the above example from MF-D, it is visible how misleading the information about the events in media is. For the reader the exact meaning of the terms is unclear because they do not realize who is a migrant, a runner or a refugee. As a result, the radical attitudes of the society also towards the migrants who are in the country on a regular basis, based on valid visas have started to appear. In general, however, refugees were described in the reference period as desperate “poor” needing immediate relief, the humanitarian dimension was emphasized. The terms “people in need”, “help” were used, which added the dimension of humanity to the migration discourse. The picture of refugees as people in need was frequent, but it was usually associated with the need for a consistent distinction between refugees who need assistance and economic migrants who do not

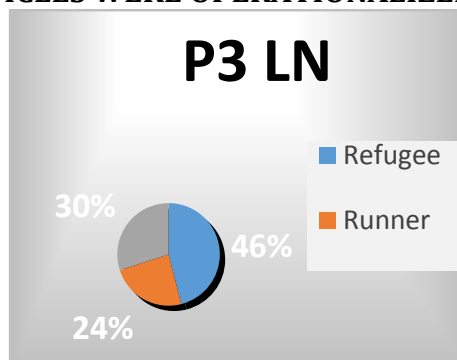
⁴ Řekové začali vracet běžence Turkum. [online]. [2018-04-21]. Available at: <<https://www.blesk.cz/clanek/zpravy-uprchlicka-krize/384754/rekove-zacali-vracet-uprchlicky-turkum-dobrovolnici-resi-kde-dal-pomahat.html>>.

need it. In migration discourse the term "economic migrant" was re-defined very quickly. Economic migrants have been demonized as "suspects" who come to Europe only for the sake of better economic prospects.

THE TERMS WITH WHICH THE ARTICLES WERE OPERATIONALIZED



Graph 3: Used terms by media
Source: Own processing



Graph 4: Used terms by media
Source: Own processing

In technical reading, we focused on the context of individual articles with respect to the above-mentioned term. However, we have come to the fact that the Czech media practically do not distinguish the migrant from the refugee, so negative contexts can be found in all three cases. In order to evaluate the positive and negative news, we identified 3 contexts, namely the need for humanitarian aid, which was rated for positive, the need for security and the possible threat of terrorism resulting from the migration crisis as a negative and neutral kind of news centered on an informative value of the facts, especially push-pull factors. However, the differences that have occurred regularly among the individual terms have been linked to terrorist attacks when using the term migrant, while the term refugee was associated with quotas and their radical rejection.

Table 3: Text coloring in relation with the term
POSITIVE/NEGATIVE/NEUTRAL CONTEXT OF TERMS

TERM MIGRANT	Positive		Negative		Neutral	
	In connection with help	0	Security, threat, responsibility, EU	34	Informative type of message	15
Quotient %	0%		16,65%		7,35%	
TERM REFUGEE	Positive		Negative		Neutral	
	In connection with help	12	Security, threat, responsibility, EU	49	Informative type of message	30
Quotient %	12,12%		49,49%		30,30%	
TERM RUNNER	Positive		Negative		Neutral	
	In connection with help	6	Security, threat, responsibility, EU	33	Informative type of message	27
Quotient %	2,82%		15,51%		12,69%	

Source: Own processing

Of the total number of articles, the overwhelming majority consisted of negative mentions and on the contrary, only a minority of mentions were positive. Humanitarian aid as a positive context appeared only in 18 cases from the collection of 353 articles under the keyword "Migration Crisis". The negative contexts dealt with the quotas, the connection with the European Union, the dangers of another race or religion. When looking at the most frequently used phrases that occurred during the given period in relation to the migration issue, we can say that the Slovak print media used the term refugee, followed by runners and migrants. This basic quantitative difference already gives us a very specific picture of how the topic of migration is presented in the media space of the Czech Republic. On the other hand, a deeper analysis of individual terms in the context of the texts themselves gives us a clearer trend in the use of these terms, especially in the context of a positive or a negative presentation. Taking into account the interpretation, the term refugee was the most frequent, with a total of 91 media reports out of a total of 353 messages, unlike the term "migrant" that was "only" visible in 49 media reports. The term "runner" was presented medially only in 66 texts. Looking at all three terms in more details, we can notice significant differences especially in the context of negative and positive medicalization of all terms. Despite the fact that neutral reports on "refugees" and "runners" have a strong position, this may be more or less due to the nature of the media and their aim to inform the readers objectively. However, looking at the positive and negative presentations of all three terms- migrant, refugee, runner- we can see the basic differences and specificities that start to copy the Pan-European trends in the medicalization of the migration crisis *"...The great migration crisis with all the consequences is such a big danger for the whole country and whole Europe that party leaders simply have to respond to the wishes of people..."*⁵

The positive presentation of both concepts was more inclined towards the volunteer sphere, when migrants as well as refugees or runners were associated with the term "help", which was most visible with refugees. The media tried to generally inform about the various possibilities of assistance, as well as about the volunteers and their stories. Most often, the topic of migration crisis was seen very negatively and the studied terms were associated with negative attributes, for example "threat", "danger" or "terrorism": *"...Of course, hysteria was caused by an inadequacy to real situation. That's why I do not really understand why some people got caught in this direction. I find it very populist when the ANO movement says it is against economic migrants. An economic migrant, for example, is a Ukrainian doctor, and we need such people..."*⁶ *The above mentioned attribute of "danger" was also used in the context of faith as a vain hope for integration ... "At a time when everybody can come to Europe and there is no control, it is, of course, a sort of collapse of the eternal European order, while it used to be controlled who lived here. The second is the risk of who comes with these people. And the third danger is that while we still have had Islamic minorities here, we could have hoped for at least some of their integration, however, in such huge numbers, these hopes are in vain..."*⁷ Migration rhetoric was also used by the political parties in the campaign for regional elections: *"...NO to immigrants, AGAINST non-adaptive, FOR order..."*⁸

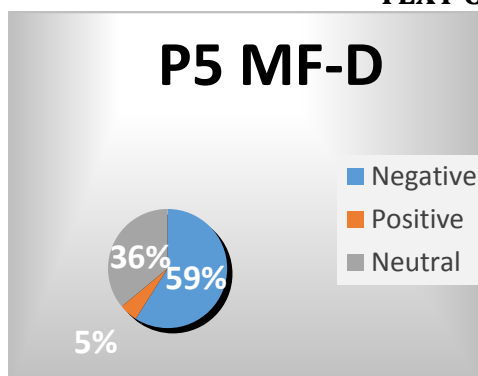
⁵ *Až Evropa objeví co ji spojuje*. [online]. [2018-04-21]. Available at: <<https://www.lidovky.cz/>>.

⁶ *Elitářství žene EU do záhuby*. [online]. [2018-04-21]. Available at: <<https://www.mfdnes.cz/>>.

⁷ *Evropa na jedné nooze*. [online]. [2018-04-21]. Available at: <<https://www.lidovky.cz/>>.

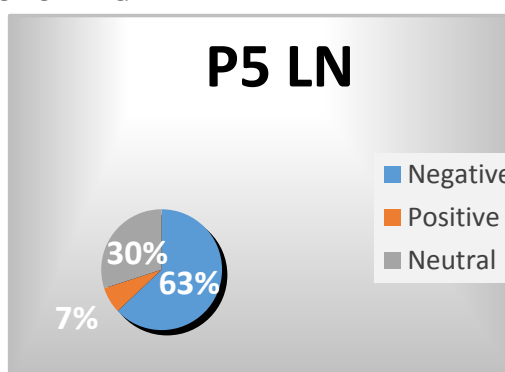
⁸ *Czexit za dveřmi?*. [online]. [2018-04-21]. Available at: <<https://www.mfdnes.cz/>>.

TEXT COLORING



Graph 5: Quotient of messages with negative or neutral coloring

Source: Own processing



Graph 6: Quotient of messages with positive, negative or neutral coloring

Source: Own processing

On the one hand, events connected with the migration crisis have caused extraordinary hate reactions in individual parts of society, through social networks, various debates, or ambiguity in media. As far as the European Union was mentioned as such in most cases (44% texts from the Lidové noviny and 56% from the Mladá fronta dnes). Conceptualities were, however, rather negative when home affairs were relieved of responsibility for the situation. Repetitions in the text in the context of the European Union were associated with the topics of quotas, Schengen or home border protection. However, the EU quantification process has been personified in relation to Angela Merkel's German office, where the responsibility for the situation has been attributed to it immediately. Very often, the European Union's context is used in terms of border protection ... *"If it does not respect its borders, it may be the end of the European Union."*⁹ The solution of migration crisis is one of its long-term priorities for the EU. Recently, it has taken a number of precautions to deal with this crisis and improve its asylum system. But nearly three-quarters of Europeans (73%) still want the EU to deal with the situation more effectively than they did up till now. This stems from the last year Eurobarometer survey where the migration was identified as one of the priorities for the EU in the past year.

Conclusion

The migration crisis has become attractive to the society, not or the placement of refugees or the provision of humanitarian aid, but through the rhetoric of political parties. However, the current situation could be expected, partly because of the situation in the Middle East, but also by the demographic evolution of the European population itself. It is obvious that the migratory crisis did not reach all the countries of the European Union equally; the most difficult it was for the bumper countries where thousands of refugees crossed their borders to get to Europe daily. The European Union made an agreement with Turkey on border surveillance in 2016 and on taking one legal migrant on the return of one illegal EU migrant. In this way and with stricter guarding of the Turkish border, the number of refugees decreased to 47 per day. Despite the fact that the number of refugees arriving to Europe has been reduced, the migration issue has grown also in a country that has only been affected by crisis minimally or not at all. The current situation in society is

⁹ *Deštrukční síla nové Evropy*. [online]. [2018-04-21]. Available at: <<https://www.mfdnes.cz/>>.

definitely not good, and instead of continuing to link and support the European integration process, it is polarized and, in the case of Great Britain, has reached Brexit.

The medial discourse in the monitored period can thus be characterized as fairly balanced and consistent, providing information on solutions at both domestic and European political levels, and questioning the government's refusal to accept refugees. The subject of the migration crisis was analyzed in the chosen media mainly through the themes of the activities of state organs, political solutions at the external level (negotiations in Brussels, V4 common positions), quotas (Czech Republic's rejection of quotas, other EU countries' attitudes towards quotas), and Czech Republic's position within Europe. In the case of a media migration discourse, several attributes can be seen not only in the contextualization but in the framework as such, these are concepts such as "wave", or "tide". And so refugees and migrants became a certain mass of people without a face, and their voice in the media was not represented, it was replaced only by some analysts in categories such as an interview in a block of home or a separate attachment. This news was quantified as neutral providing clear information on the migration crisis. The importance of exploring political discourse lies primarily in revealing the role of political actors in creating social awareness, in forming inner-group relations and social cohesion. It is precisely the formation of social knowledge that forms both symbolic (but also real) power in society. A key aspect is access to discourse, that means who can form it. It is precisely this aspect of the political elites which control the context in which discourse takes place. Political actors have the power to move boundaries of acceptable, to legitimize different types and forms of expression and rhetoric, and also to create legal norms that regulate inner-group relations more formally. As the public usually does not have an access to this so-called elite discourse, the media enters the game as mediators of political actors. But what role does the media play or should play in relation to the way in which political expressions are created and framed? Are they responsible for balancing or correcting the expressions of political actors?

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PORTRAIT, ITS FUNCTIONS AND IMAGE DERIVATIVES

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Abstract

Portrait photography is a complex and very dynamically evolving genre. Visual representation of a person is changing as significantly as their ontological status in the 21st century. The study focuses on the production of portraits, where the old conventions of portraiture are being transformed towards a new type of audience. It draws attention to new strategies stemming from the actual nature of the medium of photography characterized by interdisciplinarity and intermediality. Based on the nature of photography and its changing cultural tasks, the thesis clarifies the function and the ways of portrait production. It also explains image derivatives of portrait photography which could be identified as a group of sub-genres.

Key words:

Art. Intermediality. Photography. Portrait. Semiotics. Sociology.

1 View of The Portrait

The Oxford English Dictionary defines the term “*portraiture*” as a representation of a person, their portrayal, created mainly through drawing, painting, photography, engraving etc. We encounter this term mainly in connection with various artistic forms. A portrait is present in visual art, film, theatre, and music. Portrait, however, is most typical for visual art, concretely for photography, painting, drawing, and sculpture. Looking closer to the semantic roots of this term, it is mostly connected to the idea of likeness. In Italian, for example, the word portrait, *ritratto*, comes from a verb *ritrarre*, which means to portray, but also to copy or reproduce. This simple definition is misleading because it denies a complicated, multilayered and complex character of portraiture. Portraits are not only about external likeness, they are also works of art dealing with complex ideas of identity. From the psychology point of view, personal identity is based on realizing one’s individuality in time, as well as recognizing the fact that other people realize individuality and continuity of a concrete individual. ¹ The term identity is being examined on three levels. On the intrapersonal level, identity represents the core of personality. It is a process of being aware of individual’s authenticity and stability towards their internalized values and norms. On the interpersonal level, identity is defined through social roles. By naming the roles we can answer the question of who I am. On the level of social self-definition, identity is being derived from an individual’s identification with concrete social groups.² These aspects of identity cannot be literally expressed by portraits. However, they often give impression of speaking of the identity of the portrayed subject. This portrayal is definitely not complex. It is rather showing some half-clear contours of a character, personality, uniqueness. The concept, suggesting that portrait should also illustrate something about the psychological state, a so-called “*internal world*” of the portrayed subject, has developed gradually. According to the art historian Shearer West, it became common in the 19th century: “*romanticism fuelled the idea of a personality cult, that is, a fascination with particular qualities, idiosyncrasies, and actions of a celebrated individual.*”³

¹ ERIKSEN, E. H.: *Identity and the Life Cycle*. New York : W. W. Norton & Company, 1994, p. 22.

² BAČOVÁ, V.: *Identity v meniacej sa spoločnosti*. Bratislava : SAV, 1997, p. 223-225.

³ WEST, S.: *Portraiture*. Oxford : Oxford University Press, 2004, p. 29.

The important fact, however, is that a portrait primarily represents external features of an individual. From a portrait, we can easily identify sex, race, and estimated age. Further, a portrait shows height, figure, physical strength, and other physical characteristics. An individual as a basic part of society has to be considered also from the view of sex, race, age, and other visually capturable elements of identity. According to sociologists Michael Emmison and Philip Smith: "*Body, unlike the 'soul' and the 'self', is inherently and ineluctably visual and as such constitutes a rich source of data.*"⁴ The external features also consist of clothes, haircut, body language, face expression, body pose, and gestures. The sociologist Erving Goffman describes these identity-reflecting visual elements by a general term of a "*front*" of an individual.⁵ And it is the outside appearance of a portrayed subject – perceptible facts visible to the eye, which uncover also a part of their psychological identity. We cannot rule out the ability of a portrait to speak also about the core of a person, but it can be concluded with certainty that, on the basis of their visual features, we are able to minimally estimate, if not determine, their social role or their rank among the social groups.⁶ This topic will be further addressed in the part of the text on sociological portrait. Portraiture has always been bound by societal, religious and artistic conventions. An intersection between a specific appearance and its generalization can be present in a portrait. In such case, the portrait illustrates specific aspects of the portrayed individual, as well as generalized information about their social environment. It draws on the reality created by the unique historical presence of the subject. Therefore, a portrait is also a representation of time, era, and society. Portraits, thus, have an ability to interpret, to some extent, the character and values of human history. They can offer a starting point for reflections on the society hierarchy and help to understand the perception of individual social classes in different periods of history.

A distinctive aspect of a portrait is its ability to defy time and space. We can explain this special feature on the basis of the triadic model of signs by Charles S. Peirce. This semiotic theory divides signs into three types – icons, indexes, and symbols.⁷ Referring to Peirce, an icon is a sign based on the resemblance of qualities or some features; an index has a causal relation to the object; a symbol is of an arbitrary relation to the object, based on cultural conventions, rules, or habits. A portrait features all three types of signs: it resembles the object it represents (icon), it is a result of portraiture (index), it contains gestures, facial expressions, and properties whose meaning can be interpreted on the basis of social and cultural habits (symbol). Therefore, a portrait can be viewed from these three points. The iconic attribute is undeniably the foundation of this art and communication genre. However, we would like to draw the attention also to its index character, which is connected mainly to the process of portrait creation. Signs, referring to this process, are also visible in the final version of the portrait. Looking at the portraits, we see people who are now probably dead, older, or different. In a way, portraits can carry us to the real moment, which existed in past, to the point where the artist and the portrayed individual had met in the real time and space.

⁴ EMISON, M., SMITH, P. D.: *Researching the Visual*. London : SAGE Publications Ltd., 2012, p. 19.

⁵ GOFFMAN, E.: *The Presentation of the Self in Everyday Life*. Edinburgh : Pub, 1956, p. 14-15.

⁶ Naturally, it is also dependent on the photographer's approach and intentions, or on the portrait we are looking at. In the history of photography, some authors applied strategies of deliberately suppressing the identity of the portrayed person, i.e. such a portrait expressed nothing more than basic physical features. Portraits of Thomas Ruff, which he started to make in 1981, are an example of this (remark by the author).

⁷ PIERCE, CH. S.: What is a Sign?. In *Selected Philosophical Writings*. Bloomington : Indiana University Press, 1998, p. 5-6.

2 Making of A Portrait

Despite the trends in an artistic production, comprising preferred styles, techniques and media, determined by the time period, this type of art retains certain significant features. It is an extensive category of art. We consider a portrait an especially interesting object of research, because it differs from other artistic genres by a method of creation, nature of what it represents, but also by different functions it assumes as a material object. There is always a concrete person that we want to portray present during the process of making a portrait. At least, the creator works with a picture of this person, or with any other form of an original model. There are, however, exceptions, which there is more and more of in the 21st century.⁸ Nonetheless, referring to the history of art, the creation of a portrait usually contained a meeting between an artist and a subject being portrayed. Nowadays, this form of direct physical encounter is most common in the photography. However, to some extent, it is still present also in painting, where, for example, in the figure painting courses, a real person poses as a model. However, sketches and photos are being used as a basis most frequently.⁹ Direct contact is also present in a literary and film portrait, assuming it is not a portrait of a fictional person. Roland Barthes thinks of the portrait photography as a closed field of forces: *“Four image-repertoires intersect here, oppose and distort each other. In front of the lens, I am at the same time: the one I think I am, the one I want others to think I am, the one the photographer thinks I am, and the one he makes use of to exhibit his art.”*¹⁰ However, we consider these four Barthes’s moments, present in the process of photographic portrait creation, a basis of portraiture in general. Therefore, a portrait does not have to be a visual representation of a person, but their visual interpretation, which can be artificially constructed. We can, therefore, assert that a portrait is a very liberal genre of art and communication. The portrayed subject is able to depict themselves exactly as they want to see themselves. The level of truthfulness of such interpretation depends on ambitions and purpose of the person wanting to be portrayed. A portrait like this is a re-birth of oneself as someone else. A different situation arises, if the portrait is mainly a representation of the artist’s imaginative, image-creating world. In this case, a portrayed person becomes an organic form of a prop in the author’s production. A person – subject transforms into an object.

A portrait is not considered to be something created on the basis of an aggressive clash of visions of an author and a portrayed subject, but rather a result of a consensus. Whether it is a portrait made to order or an artistic expression, it is not about enforcement of an opinion but an outcome of a discussion. A portrait, whether it offers an authentic, distorted, idealized, or partial view of the portrayed person, is historically tied with a

⁸ An exception can be, for example, currently so actual digital art, mainly the way the illustrators create complex characters for animated movies, computer games, animations, comic books, and other media. In this case, the author can also be influenced by real people whose physical or character traits he is paraphrasing. However, this character arises more often with certain intent, or as a part of a specific digital environment. Identity of such character is many times constructed as a collective work. It is common that the main characters of animated movies or games are unique subjects with emotions, typical facial expressions, goals, dreams, and some form of a background of the story which legitimizes these elements of expression (remark by the author).

⁹ Before the invention of photography, renaissance masters used general sketches of common poses, which enabled them to focus more on the face of the person being portrayed. This way, they reduced the number of time- and physical strength-consuming sittings that the portrayed person had to go through. In big and prosperous painter workrooms, the masters used apprentices to paint the majority of a painting and they finished by painting the face, which was assumed the symbol of their virtuosity (remark by the author).

¹⁰ BARTHES, R.: *Světla komora*. Praha : Fra, 1994, p. 20.

mimetic portrayal. Copying, imitation, or direct index relation with reality, are common reasons of this artistic form being undervalued by the community of experts. From the end of the 19th and the beginning of the 20th century, a portrait had been considered a result of an exercise of technique rather than a work of art. Avant-garde experimentation resulted in departure from mimesis towards abstraction. Various portrayals of the world by the artists and even their bravest experiments have, however, not rejected the traditional forms of art. For example, cubist painters chose mainly simple motives as themes of their paintings. They used details that allowed the subject to be identified even through fragmentation. In some cubist portraits, characteristic features of a portrayed individual can be seen.¹¹ In the 17th century, portraiture ranked second in the hierarchy of artistic genres codified by the French Academy of Fine Arts. First position was given to history painting,¹² which, to some extent, illustrates historical events and their period interpretation. Portrait was a highly valued genre. It was supposed to depict only the most important people, based on their virtues or bravery. Therefore, it was, in a way, an alternative to history painting. It has become more relevant only after the Second World War, when portraiture becomes the centre of experimental practice for the artists.

3 Portrait Functions

The portrait is a very interesting object of research also due to the variety of the forms it occurs in, and functions that are at its disposal. We could hardly find another art genre presented in so many media. Portraits can be paintings, sculptures, drawings, engravings, photos, coins, medals. They can be a part of a mosaic, ceramics, tapestry, or banknotes, newspapers, and magazines. It can depict individuals, as well as groups, as a whole, section, bust, or only a silhouette. We encounter portraits at different places, introducing their meaning to a wide scale of contexts. We have them at home, they are displayed in galleries, we can hold them, put into the pocket (coins), wear them as talismans (medallion), we encounter them in a form of garden decorations, as well as monuments in public spaces. The form, intention, and placement all influence the meaning a portrait acquires. Therefore, they are not only an interpretation of a person, but also a material object. There are many portraits in public spaces like squares, state or church institutions. Others are intended for mass distribution in the form of coins or press. Portrait photography acquires a material shape on the glossy pages of magazines. It is interesting, that even family portraits, which by their character and intent refer to a more private function, are not intended to be seen by only one person. We show them to our friends, acquaintances. We share them on the internet. These portraits have been created with an intention to be a public domain to a certain extent. Portrait, more than any other art genre, attracts attention by its material form, which expands this genre by various ways it can be used.

Aesthetic, political, and social functions of this genre stem from the great number of its physical forms. These functions are intensified by the ability of a portrait to cross the line of time. It magically freezes time and, in a way, artificially prolongs the existence of an individual. Portrait can also be perceived as a specific defiance of an individual towards time and space. Therefore, it evokes something more permanent. A tension between something evanescent and lasting reveals the essence of not only this genre. It is both a

¹¹ GOMBRICH, E. H.: *Príbeh umenia*. Bratislava : Ikar, 2017, p. 573-576.

¹² WEST, S.: *Portraiture*. Oxford : University Press, 2004, p. 13.

great worry and a desire of a human being. Portraiture seemingly preserves the life of those who are dead and the youth of those who are old. Portraits, like other memories, represent stimuli for the memory. They are slices of time and space. At the same time, they are relics and forms of a "souvenir", which reminds us of our mortality. Barthes, in *Camera Lucida*, regards a photographic portrait as a way our society accepts death. He connects this medium to anthropological relationships with death. Photography creates death by wanting to preserve life.¹³ This is, however, true for a portrait in general. The relationship between portraits and rituals connected to death or burials is natural. West asserts that portraits were primarily invented to serve as symbolic objects during burial rituals performance.¹⁴ Nowadays, when religion is in decline, the portraiture itself can be termed a human ritual through which death penetrates our modern society.

Portraiture has a long and extensive history. It has been developing across various stages of civilization; technological options and the reasons for creating portraits playing an important part of the development. We would like to avoid an extensively lengthy excursus into history of art, but we will mention at least a few interesting facts related to the portrait functions. Portrait was mainly a purpose-oriented portrayal. Its primary function was mythological. For example, the Egyptians believed that preserving the body is not enough. If an image of a king was retained, it was twice as sure that he would live forever. According to the art historian Ernst Hans Gombrich, an Egyptian word for sculptor meant: "*he-who-keeps-alive*".¹⁵ A portrait symbolically served as a substitute of a physical body, in which the deceased could live afterwards. In ancient Rome, it was a common practice to remove death masks from the deceased to be later used for making portraits. This way, the likeness of the dead had been retained for family members and descendants. In ancient Greece, Olympic Games belonged to the most popular sport celebrations. In this period of time, they were much more linked with religion and rituals. The winner of these games was perceived with reverence, as a person who gods blessed with an invincible power. These winners used to order statues of themselves¹⁶ from the most famous artists with an aim to celebrate the grace of gods and secure it for the future.¹⁷ A portrait in the form of a sculpture, that is a part of a tomb, is also interesting. The deceased is always idealized, portrayed in their best age and shape and is proudly towering over their final resting place. In the 14th century, characteristic facial features in a portrait of the deceased are rarely present. The deceased is identified by name and dates of birth and death. Since the 15th century, this sculpture has commonly represented both physical features of the deceased and their social status through insignia and heraldic symbols. Frequently, depictions of animals, like lions, dogs, dragons, or snakes, can be found on the tombs. Their placement near the feet of the dead can refer to their victory over the devil, or reveal the character of the person.¹⁸

The political function of a portrait has its roots in ancient Greece. A symbolic function had gradually been extended to a pragmatic use of this art form. Idealized portrayals of the

¹³ BARTHES, R.: *Světlá komora*. Praha : Fra, 1994, p. 88-90.

¹⁴ WEST, S.: *Portraiture*. Oxford : University Press, Oxford, 2004, p. 63.

¹⁵ GOMBRICH, E. H.: *Príbeh umenia*. Bratislava : Ikar, 2017, p. 58.

¹⁶ Such statues were made on the basis of general knowledge of facial features. It is more than probable that there was no resemblance, as we understand it now, between the person ordering the statue and the statue itself. The sculptors did not produce a real shape of nose, forehead lines, or an individual expression. An example of this could be a statue of the Charioteer of Delphi, made around 475 B.C. (remark by the author).

¹⁷ GOMBRICH, E. H.: *Príbeh umenia*. Bratislava : Ikar, 2017, p. 89.

¹⁸ JOHN, M.: *Routledge Revivals: Medieval Germany*. London : Routledge, 2017, p. 288.

rulers were imparted into coins and medallions; memorials and monuments were built for them. Even an uneducated slave was able to recognize a stylized depiction of Alexander the Great on a coin.¹⁹ The portrait of a ruler was connected to strong currency, money, and power. Based on the political or power motive, a portrait had become an instrument which enabled an individual or a group to make a required impression. Ancient portraits frequently depict the portrayed subject bigger than they were in reality, evoking a feeling of respect and admiration. A good example of such representation is Colossus of the Roman emperor Constantine, who was a supporter of Christianity and a patron of architecture. Constantine is depicted with larger-than-life eyes which were meant to accentuate his wisdom and visionariness. It could not, however, be called propaganda because the primary political function of a portrait was supposed to express a specific social status and, thus, organically affirm the authority of the ruler. A different situation occurs when the ruler tries to manipulate subjects through a portrait to gain more power. A portrait is not essentially of a propaganda character but it can easily become such. By a mass dissemination of a portrait, these copies do not only remind of the appearance of the portrayed person but also give an impression of their omnipresence.

Martin Luther, the German priest and reformer, mass-disseminated his portrayal shortly after his theological arguments had become well-known across Europe. He added his portrait to the texts disputing Catholic doctrine, reinforcing the reform ideas even more.²⁰ Despite the fact that portraits also served to communicate an ideology, only very few people in the history had systematically used them for this purpose. Probably only leaders of totalitarian regimes can be regarded as an exception. Adolf Hitler entrusted many academic artists with a task to create an idealized portrait of him. Portraits of Hitler were meant to induce patriotic and chauvinistic emotions in Germany. At the same time, they were supposed to encourage people to worship the dictator and Aryan supremacy. These portraits were distributed across the "Reich" by the Ministry of Propaganda led by Joseph Goebbels. The emphasis, the rulers put on the dissemination of their portraits, shows how politically beneficial they found this activity to be. Interesting situations occurred in an ancient and medieval world. In case of the emperor's removal from a throne or his death, it was common to destroy or store away the old portraits. A portrait of a new leader was installed on a place of honour. In a sense, such an exchange of portraits was an indicator of political changes. The act of symbolic destruction remains also in the 21st century. An example of this can be the toppling of Saddam Hussein's statue by the Iraqi and American soldiers in Baghdad in April 2003. The destruction of the iconic portrait of the dictator represented a symbolic end of his regime. This desire to destroy or manipulate shows the political power of the portraiture.

4 Portrait Photography as A Human Need

The word photography has its origin in two Greek terms: "photo" from *phos* (light) and "graphy" from *graphe* (writing or drawing). The literal translation of photography is "writing or drawing with light". Photography is a combination of something that occurs naturally (light) and a conscious human activity (writing and drawing). Professor Brian Winston in the publication *Technologies of Seeing Photography* responds to the idea of

¹⁹ WEST, S.: *Portraiture*. Oxford : University Press, Oxford, 2004, p. 14.

²⁰ WEST, S.: *Portraiture*. Oxford : University Press, Oxford, 2004, p. 68.

technological determinism which assumes that technologies change the world and our perception of it. According to him, the world is changing primarily due to the fact that technology is a supervening social necessity.²¹ Photography was invented in the 19th century, it can, however, be considered a consequence of the Enlightenment, which had caused an expansion of new scientific tools of research from the 17th to 19th century. The main idea of this movement was that light can be used to acquire knowledge about the world, on the basis of which it is possible to rise from the dark ages and enter an era of reason and progress. People started to observe the world and record the findings in books, like e.g. in encyclopaedias, which summarize all kinds of available information. The experts on visual culture Marita Sturken and Lisa Cartwright identify this process of observation and classification as: “*technical mastery of nature*”²² by human culture.

In the 18th and 19th century, the sound of heavy machinery powered by steam was an alternative to the music of Romanticism. The industrial revolution caused the world to shrink. People were able to travel greater distances faster and easier by the railways and steamboats. They could see more than ever before. Considering all this, they still trusted the written, painted, or drawn interpretation of what the world looked like. However, they wanted more and more to record the world as they had seen it by themselves. Furthermore, they wanted a possibility to precisely record their own appearance. At the beginning of the 19th century, greater demands have started to be placed on a statement having to be supported by visible evidence. It is more than probable that these societal needs were the reason why the French Academy of Sciences and Arts, on the 19th August 1839 announced an invention that caused the painting and drawing lose their visual authority. The artist Louis Daguerre created the first light-sensitive compound which became the basis of the photographic process – daguerreotype. The British Henry Fox Talbot, in the same year, introduced his photographic process, which he named talbotype or calotype. The main advantage of this process was the possibility to make an infinitive number of paper positives. Daguerre’s process did not allow this, but its principal advantage was a technically clear image and an unbelievable accuracy. A few months after the announcement of daguerreotype, Jozef Maximilián Petzval, born in Spišská Belá, a Vienna professor of Mathematics and Physics, radically reduced the exposure time.²³ Petzval, with his comparably more light-fast photographic objective, has opened the way for a goal which, until then, had been practically unattainable – a portrait of a person. The first Petzval’s lens has gone down in history as a portrait objective.²⁴

In the past, a great number of people had no idea of what their face looks like. The invention of a mirror, as we know it now, dates back to the middle of the 16th century. A Venetian mirror, invented on the Italian island Murano, consisted of a layer of mercury which was pressed between a glass and metal plate. The new type of mirror had gradually replaced mirrors made from a cheaper bronze, tin, silver, and various types of gold. However, a mirror was still an exclusive privilege in the hands of royal family and nobility. Ordinary people could not afford to watch how their face was changing as they aged. The historian Veronique Nahoum states: “*The mirror stage is not only important for a baby of*

²¹ WISTON, B.: *Technologies of Seeing Photography*. London : British Film Institute, 1996, p. 1-3.

²² CARTWRIGHT, L., STURKEN, M.: *Practices of Looking: An Introduction to Visual Culture*. Oxford : Oxford University Press, 2001, p. 115-116.

²³ HLAVÁČ, L.: *Dejiny slovenskej fotografie*. Martin : Osveta, 1989, p. 14-16.

²⁴ By this invention, he has defined photography optics as a new field of science. He removed it from the area of empiricism and placed it on the grounds of exact science (remark by the author).

six months but an important stage in history."²⁵ According to the anthropologist David Le Breton: "no mirror decorated the walls (of ordinary homes) before the end of the nineteenth or the beginning of the twentieth century."²⁶ The lack of visual self-awareness is an explanation of hysteria that accompanied the photography in the early years of its invention. A portrait had been a privilege of only the highest social classes, but thanks to the photography, portraits of both the aristocrats and ordinary people started to be made. In the 60s of the 19th century, a photographic portrait was available to millions of people. Despite the photography being so young, its history is unbelievably complex. In comparison to painting or music, this medium only exists for a short period of time. It has become a part of visual communication and an accepted art form very fast. A confrontation between human existence and image chaos, incoherent and countless, occurs. In this part of the study, we would like to create an extensive overview of portraiture, which would deal with areas like a phenomenon of miniature portraits, works of iconic authors, origins of amateur photography (a portrait family chronicle), as well as the first photography portraits on the territory of Slovakia.

5 Briefly About Nature of Photography

In general, we can state that the essence of photography consists of two main aspects – technological and aesthetic. The first one comprises the optical-chemical-technological nature and the development of the medium. The aesthetic aspect, on the contrary, deals with the aesthetic quality of the photography, signs and their symbolism, tools of expression, and the established conventions of photography. The fact, that photography was announced to the world by the French Academy of Sciences and Arts, has practically decided its fate. From the beginning, it has been claimed by science – due to its technological nature, as well as by art – thanks to its ability to not only describe reality in detail, but also to stylize it. Technological nature of photography is a philosophical anchoring and broadening of aesthetic theories. Aesthetic conventions, on the other hand, retrospectively transform technical tools of expression. Besides the aforementioned aspects, the nature of photography is shaped also by two opposing views regarding this medium – modernism and postmodernism. Critical approaches based on modernism regard photography as something unique in itself. Its nature can be defined unambiguously. This approach is focused mostly on what is fixed inside the photographic image; it deals with its aesthetic content. Postmodern approach considers nature of the photography medium to be variable, depending on the changing cultural roles. Cultural context of photography and its social utility are important. It focuses on what is beyond boundaries of a photograph's frame.²⁷

6 Sociological and Intermedial Image Derivates of A Portrait

In photography, portrait is, undoubtedly, a dominant art and communication genre. Image derivates of a photographic portrait represent a group of sub-genres. These derived sub-genres emerge on the basis of inter-disciplinary and intermedial nature of the carrier medium. The possibilities of using the photography in various scientific fields and its

²⁵ NAHOUN, V.: *La Belle Femme, ou le stade du miroir en histoire*. Paris : Seuil, 1979, p. 30-31.

²⁶ BRETON, D.: *Des Visages, Essai d'anthropologie*. Paris : Métailié, 1997, p. 40-41.

²⁷ BULL, S.: *Photography*. London : Routledge, 2010, p. 5-11.

overlapping into other media broaden the communication scope of its basic genres. We have mentioned above that both science and art claim the photography. They consciously appropriate the medium and incorporate it in new contexts. From the semiotic point of view, appropriation represents a symbolic act of transferring the meaning into a different semantic context, resulting in a transformation of the original meanings. In case of portrait photography, it is not a complete loss of original meaning of this genre (to portray someone or something), but an extension of its semantic contexts. This is the reason we describe a photographic portrait as dynamically changing. We consider the sociological and intermedial image derivatives of a portrait the most preferred and directly connected to the heterogeneous nature of the medium of photography. They represent two, to a certain extent opposing, views. Sociological portrait approaches the portrayed reality mostly factually; it is a result of synthesis of photography and science. Intermedial portrait re-shapes the reality. It is an artistic expression which overlaps with other visual arts media. It represents the connection of photography and art.

Sociological portrait has mainly information-documentary, research and explicatory functions. At the same time, it is also a carrier of aesthetic functions and artistic values. The American sociologist Howard Becker wrote: *“From the beginning, photographers have taken recording of societal world as one of their tasks, whether due to their interest in far-off countries and exotic societies, or the need to show exotic events and people. Social scientists, from time to time, took photographs of people and places related to their research, although, rarely – with the exception of anthropologists – in a routine way. Photographers have gradually started to study anthropology and sociology; social scientists have learned to make photographs.”*²⁸ In the study, we would like to address this convergence in more detail. R. Barthes claims that a photograph *“immediately yields up those details which constitute the very raw material of ethnological knowledge.”*²⁹ Sociological portrait can illustrate the being of the human kind, expansion of human population, nature modified by the presence of people, destructive power of technology, as well as architecture, urban environment, infrastructure, and a lot more. In its broadest sense, it can depict anything containing a fragment of human world.

Intermedial portrait is related mainly to the diversity of material, communication, and expression forms that this sub-genre can manifest. It is a portrait which is not purely a photograph, but its combination with other media occurs. Intermedial tendencies have accompanied photography, in a way, since its invention. These tendencies are, however, significantly notable from the 20s of the 20th century, when photography changed painting, updates illustration and periodical press design, as well as advertising and industrial design. Photography is being examined in a wide context, from new photographic techniques to application of photography in painting, typography, and fashion design. The new approach comprises photo manipulation like photogram, multiple exposure, overpainting, photomontage, collage, but also micro and macro photography and roentgenography. These experimental approaches are also finding its place in portrait photography. Further, the term intermedial portrait is related to the digitalization of the medium of photography, as well as the avant-garde of new media.³⁰ The digitalization has provided people mainly with an unlimited amount of options of communication and expression. Naturally, all these options are also reflected in portrait

²⁸ BECKER, H.: *Exploring Society Photographically*. Evanston : Northwestern University, 1981, p. 9.

²⁹ BARTHES, R.: *Světlá komora*. Praha : Fra, 1994, p. 33.

³⁰ LANČARIČ, P.: *Portrét a intermedialita*. [Diploma thesis]. Trnava : FMK UCM in Trnava, 2016, p. 32.

photography. The primary function of intermedial portrait is aesthetic – it is a work of art, which becomes a specific form of author's expression and his communication with the recipient. Using photography and other media, an author symbolically speaks about emotional state, identity, subconscious experience. They deal mostly with personal themes, but these portraits can also be socially engaged.

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FORMS OF COMMUNICATION WITHIN DIGITAL MEDIA AND CYBERSPACE

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Abstract

The media, society and culture are inseparable from one another, one without the other cannot exist. Changing the period therefore brings about a change in communication that affects the way people think and look at society in the world. Almost all information is mediated in digital form. They are visualized, complemented by videos, infographics. Their primary function is no longer to inform but to engage. People lose critical eyesight; they do not interconnect. They communicate exclusively through smartphones, social networks. The level and quality of the information that online media offer in particular is evaluated on the basis of the numbers generated by the reading, audience interaction with content offered. Our goal is to define concepts such as new or digital media, cyberspace and its properties, virtual reality based on selected scientific studies, publications and other available resources, and point out their interconnection and influence on the way of communication in the 21st century society.

Key words:

Communication. Cyberspace. Digital media. Emoticons. Internet. Society. Virtual reality.

Introduction

Communication is natural to us. The development of society changes only the ways and means we use to communicate. The term "communication" is derived from the Latin word "*communication*", meaning co-participation, participation, sharing of information between two points or the transmission of information. The simplest definition of communication refers to every process that transmits information, including ideas, words, emotions, symbols or characters.¹ Bouquet of flowers, blushing in the face, handshake, animal sounds, spoken word, photography, picture, TV or radio transmission, social networks, etc. All of the mentioned words refers to the different types and channels of communication which we meet on daily basis. But the question remains how new, digital media have influenced the traditional way we communicate, perceive or think and what is a cyberspace? The article focuses on the approach of communication in digital media and cyberspace. In particular, we are interested in communication on social networks - in chats. The article is intended to define the position and role of digital media at the present time, the basic features of the internet, the communication channels used by online users. The space is also devoted to the cyberspace. We characterize its basic psychological properties, based on the study of J. Suler.

1 Digital Media Today

The classical media that we have known so far (mainly television and radio) have not been left without the versions of their modern successors. Science and technology, together with new information and communication tools, have led to the creation of so-called digital media. They are also known under synonymous names as new, computer or network media. They are characterized as "*media based on computer technologies and*

¹ LUHA, M.: *Masová komunikácia na zjedenie*. [online]. [2018-03-03]. Available at: <<http://www.mediawatch.dog/marian-luha-masova-komunikacia-na-zjedenie-komunikacia/>>.

their networks, such as digital television, computers with multimedia equipment, compact disks (CDs, DVDs), computer networks, internet."² The grip of digital media is enormous. Everything within their scope is subject to multi-level communication, so that the original one-way communication stream turns into two-way. Compared to print, radio or television, the digital media knows exactly how to target the recipient of the information. According to V. Kačínová, the media that are spreading in the Internet environment, can be attributed according to five basic features:

- continuity – we can connect to the Internet nonstop,
- variability – the instability of the information and online content and the possibility of constantly updating content,
- interactivity – the ability to actively participate in creating online content,
- specificity – it is unique by its function of concentrating and disseminating of information,
- global reach – the geographic location does not play a role for the user, all he needs is an internet connection.³

The world's fastest and most ubiquitous media that provides space for the distribution of media content and products, whether written, sound or video, is the Internet. According to J. Lohiss, the internet is a typical media of the epoch of mistrust that has nothing in common with media like television and radio.⁴ The language on the Internet is technical and digital at the same time, and in combination with human speech, according to S. Gálik, it can transform into techno-humane. The collective mentality of Internet users is adapted to the flow of information that appears on the Internet, so users' thinking becomes shorter and discontinuous.⁵ Internet orientation cannot be easy. The information provided by the Internet is largely unstructured. Their search is done through search engines. However, their specific address is needed for their use. We recognize this in the form of websites that allow the transfer of hypertext files. Web represents *"a specific type of non-physical space in which different types and activities of communication can be realized."*⁶ The most widespread and most popular within the web are social networks. Their mass spreading put them within a group of very young phenomena. Social networks in Slovakia have started to gain significantly higher numbers of fans since 2006. The most famous social network is undoubtedly Facebook. Facebook was originally a university network that was intended to serve only for college students in the USA. Only three years after its inception, it gained more than 300 million users. Not surprisingly, social networks have become the subject of several experts' research. They are a global issue, particularly for young people all around the world.

Chat is taking place in so-called chat rooms. They represent a space where people communicate with each other on different topics. Chatting is in fact real-time talking which can be provided thank to the use of smartphone, computer, or other types of Internet connection. However, its dominant feature is not just texting, but also the ability

² KAČINOVÁ, V. et al.: *Mediálna výchova: Experimentálne učebné texty pre 9. ročník ZŠ*. Bratislava : ŠPÚ, 2007, p. 4.

³ KAČINOVÁ, V. et al.: *Mediálna výchova: Experimentálne učebné texty pre 9. ročník ZŠ*. Bratislava : ŠPÚ, 2007, p. 13.

⁴ LOHISS, J.: *Komunikační systémy: Socioantropologický pohled*. Praha : Karolinum, 2003, p. 11.

⁵ GÁLIK, S.: *Úvod do filozofie médií*. Trnava : FMK UCM in Trnava, 2015, p. 45-46.

⁶ KAČINOVÁ, V. et al.: *Mediálna výchova: Experimentálne učebné texty pre 9. ročník ZŠ*. Bratislava : ŠPÚ, 2007, p. 10.

to send photos, videos, sound files and animations or moving animations. In December 2017, Facebook launched a new suite of extended reality tools for Messenger. They named it “world effects” and they allow users to place 3D objects in real-time photos or videos inside the camera frame. The technology is based on existing augmented reality (AR) features on Facebook, such as the ability to add different filters and masks to the faces.



Picture 1: The examples of different filters with augmented reality

Source: STATT, N.: *Facebook Introduces New Augmented Reality Effects for Messenger*. [online]. [2018-12-12]. Available at: <<https://www.theverge.com/2017/12/12/16767664/facebook-messenger-world-effects-augmented-reality-developers>>.

The package of visual 3D effects has been designed to make Messenger more interactive application. The first set of world effects includes floating hearts, arrows and 3D robots or word bubbles with predefined messages like "love", "heart" and "miss you".⁷ Filters are countless, but they are usually reminiscent of themes and are thematically adapted to, for example, the annual period, holidays or major events in the world.

2 Cyberspace

All of the above-mentioned technologies and communication channels create one common digital space, also known as the online environment or the cyberspace. L. Hulanová defines a cyberspace as “a space that opens to us when we enter the online environment using the Internet.”⁸ L. Rusňáková describes this space with attributes as psychological and mental, which possess intangible properties and unreal content The world that the cyberspace generates is in her opinion largely abstract. The reason is the dominant position of the visual component (the imagery), when matter loses significance.⁹ The word cyberspace appeared for the first time in the press more than 36 years ago (in 1982), first in the form of “cybernetic space.” The credit goes to William Gibson, the author of the “Zero History” story, which he wrote for the now-non-existing

⁷ STATT, N.: *Facebook Introduces New Augmented Reality Effects for Messenger*. [online]. [2018-12-12]. Available at: <<https://www.theverge.com/2017/12/12/16767664/facebook-messenger-world-effects-augmented-reality-developers>>.

⁸ HULANOVÁ, L.: *Internetová kriminalita páchaná na deťoch*. Praha : Triton, 2012, p. 27.

⁹ RUSŇÁKOVÁ, L.: Herné mechaniky a ich dosah na konštruovanie virtuálnej telesnej identity. In GÁLIK, S. (ed.) et al.: *Premeny identity človeka v kyberpriestore digitálnych médií*. Poland : Lodž, 2016, p. 155.

magazine *Omni*.¹⁰ Gibson was inspired by the observation of children playing arcade video games. It impressed him how they could physically identify themselves with something inside the technology (in this case, the television screen) which only existed in the form of units and the null – binary code.¹¹

This relationship continues to this day. Our reality is virtualized by significant use of digital media. Only one click on the keyboard of the computer or mobile screens can move us from one reality to another. S. Gálík names this feature as “enterization.” At the same time, a man becomes part of a cellular society. He communicates, do shopping and engages in cyberspace. In the same space, he also brings together and creates larger communities, groups. But in fact, he is physically isolated from the real world, and only those who are able to keep up with the technologies are going forward.¹² For a better illustration of how much digital media influenced the way of communication and functioning in the society, we give a brief overview of the characteristic features of each dominant individual media from the communication epochs. All three previous epochs were characterized by the real space in which society operated. On the contrary, cyberspace is based on the virtual, unrealistic space where we are getting by using digital media. We work here alone as an individual. Although we could say that the cyberspace is only a natural culmination of the advancement of the time and the development of society, it cannot be denied that his admission to society is not seamless and for splendid. Risks also exist in terms of safety. Internet users are often affected by virus attacks on their systems. Computers connected to the Internet are very prone to be targeted by virus attacks. These may end up with theft of personal data or other sensitive information. In this context, we encounter cyber-hacker attacks on government and international institutions. We also have to keep thinking about the fact that everything that we once drop out into the online world will be there forever. Digital phenomena are also associated with digital bullying or digital hacking.

Table 1: Individual media epochs with dominant media and form of communication

Media epochs	Communication medium	Collective mentality of society
Epoch of speech	Speech	Collective mentality Cyclic time Village
Epoch of writing	Writing	Collective-individual mentality Linear time City
Epoch of mass	Print	Individual-collective mentality

¹⁰ *Omni* was a science fiction magazine, published in the USA and the UK. It contained articles about science or parapsychology, as well as short science fiction stories. It was published as the print version between 1978 and 1995 (remark by the author).

¹¹ *William Gibson: The New Cyber/Reality*. [online]. [2018-12-14]. Available at: <<https://www.youtube.com/watch?v=WVEUWfDHqsU>>.

¹² GÁLÍK, S.: *Úvod do filozofie médií*. Trnava : FMK UCM in Trnava, 2015, p. 47.

		Mechanical time Mega polis
Epochlessness	Digital media	Individual mentality Moment and present time Cyberspace

Source: GÁLIK, S.: *Úvod do filozofie médií*. Trnava : FMK UCM in Trnava, 2015, p. 48.

2.1 Basic Psychological Characteristics of The Cyberspace

Digital space is no longer seen as a parallel or virtual world. It gradually becomes part of the everyday life of many, especially young people. Despite the fact that it provides new possibilities and forms of communication, it remains a threat to man because of his impersonal nature, which causes a decline in the interest in interpersonal communication. The leading American psychologist, Professor John Suler of Riders University, has also been working on the online environment. In his work, "Basic Psychological Properties of the Cyberspace", he points out several psychological aspects of the digital space:

1. **Reduced sensations** as the first and basic characteristic sign. It says that despite the presence of visual or audio elements we perceive the second person in the online environment only in mediated way. Personal contact, empathy, sensory stimuli and voices - all of these are limited in the virtual space. We also do not see the face and the speech of the person with whom we communicate online.
2. **Texting** is a unified name for communication through written text that takes place in a digital environment. This includes e-mail, social networking, messaging and blogging, etc. Texting is currently the most used form of communication. The main reason is simple usage and low cost compared to other multimedia tools. Through writing, one presents himself and his identity and perceives the identity of other people, and thus establishes a relationship with them.
3. **Identity flexibility** is the adaptation of the individual's identity to the conditions of the online environment. People can present themselves in a cyberspace based on real life, but their real personality can change or completely conceal. Presenting people in the digital space may or may not correspond with the reality. The choice of anonymity in case of abuse often has negative consequences.
4. **Phenomenon of altered perception**, where people in the imaginative multimedia world present themselves through virtual characters - the avatars. Thanks to them, they can do unreal things in the real world, to move through the walls, to create objects from the air, to have all kinds of imaginary powers. Their virtual experience often surges into surreal so much that some of them become addicted to the Internet and the cyberspace.
5. **Equalized status** is one of the benefits of digital space. It is the same opportunity and space where they can express themselves, regardless of age, gender, religion, or race.
6. **Transcendent space** as the next benefit of digital space, represent a small form of the world created by Internet customization. In this type of space, the geographical distance between people does not affect the determination of boundaries in communication. This advantage is especially used by support groups on social networks that try to help people in solving different life problems. Finding a person with similar interests and goals is much easier within the virtual world.

7. **Time flexibility** creates a unique time slot for digital subscribers, in which communication can be extended indefinitely. Users can therefore easily think over the answers. Time flexibility is also closely linked to the subjective perception of time. The Internet environment is changing rapidly as it is much easier to create and rewrite the software infrastructure than to build on bricks, wood and iron. In other respects, cyberspace time condenses.
8. Digital space is also characterized by **social multiplicity**. With relative ease, a person can reach hundreds to thousands of other users through the media.
9. Most online activities, including e-mail and chat, can be recorded and saved to your computer. This is called as **Recordability**. Unlike real interactions, a cyberspace user can keep a record of what, when and what they were told. Because these interactions are purely document-based, many say that people-to-people relationships are documents that can also be permanently recorded. These records may later be useful, for example, when reviewing the part of the relationship or using the quoted text in the form of feedback to the partner. Although the ability to record written has many advantages, there are also disadvantages. Everything people they say in the cyberspace can be tracked and recorded. The user is thus at risk of anxiety, distrust and even paranoia from being online.
10. **Media disruption** is simply unpredictable. The forms have a number of software and hardware malfunctions that will stop working properly, the noise that will disturb the flow of our communication to an internet connection that takes a short break. First feelings? Frustration and anger. What responses are showing us a lot about the relationship between our electronic devices and the Internet is the dependence on them and the need to control them. The author such or similar situations of anger and frustration calls the "black holes". They stem from the experience of knowing the cyberspace.¹³

2.2 Speaking of Communication in Cyberspace

Within the life of a common man who grew up in classical media, the transition to the epoch of new, digital media is often demanding. From a communication point of view, he seems lost and understand the way and especially the speed of communication through new media is demanding. It also needs to adapt to changes in the communication language. Thanks to instant messaging, a separate list of online abbreviations, which represent all words, is included. They are known as internet slang or internet acronyms. An acronym is a word or a name composed of the initial letters or faults of multiple words. We know the acronyms that:

- we read as words (NATO, AIDS),
- we read as individual letters (RIP, CIA, UK),
- have taken a permanent form of the word and therefore they are not written in large letters (radar = radio detection and ranging),
- we read them as a whole word, but we write them in shorten version (Dr. but we read as a doctor).¹⁴

¹³ SULER, J.: The Online Disinhibition Effect. In *Cyberpsychology and Behaviour*, 2013, Vol. 7, No. 3, p. 321-326. [online]. [2018-12-12]. Available at: <<http://users.rider.edu/~suler/psyber/disinhibit.html>>.

¹⁴ MATIÁŠKOVÁ, K.: *Skratky a akronymy*. [online]. [2018-12-11]. Available at: <http://www.oskole.sk/?id_cat=9&clanok=21588>.

A similar shortening of words took into use also online communication. Understanding internet concepts can often help you to work with the Internet or your mobile. Internet slang also includes various expressions, abbreviations, embraces, and special tags with special meaning, called emoticons or smiles. The terms and abbreviations used by Slovak social network users are predominantly derived from English. This is also related to the fact that the Internet originated in an English-speaking environment. Some of the abbreviations have been taken from ordinary professional slangs or from common spoken words and abbreviations into common speech; other from internet slang. In the English language, we can meet online in the following shortcuts:

- **LOL** – laugh out loudly, when we respond to very funny situations and we want to express amusement,
- **BRB** – be right back - I'll be right back / right away,
- **PLZ** – please,
- **OMG** – oh my God,
- **BTW** – by the way,
- **GR8** – great.

In the Slovak / Czech language, we most often encounter shortcuts such as:

- **MMNT** – moment,
- **NJN** – (from Slovak “no jo no”) well or ok,
- **JJ** – yes, of course,
- **EE** – no,
- **HH** – ha ha, used for expressing that something is funny for us,
- **NZ** – (from Slovak “nie je zač”) you are welcome,
- **O5** – (from Slovak “opät”) again,
- **KKS** – (from Slovak “kokos”) used for expressing shock or surprise,
- **LTT** – (from Slovak “len tak tak”) hardly/just so.

Based on the above examples, we can observe that the principle of deducting acronyms is the same in both foreign and domestic languages. This form of communication is an important text component that is part of the language of a person operating in the digital space. Emoticons that cover the emotional part of communication also play an essential role. The communicators thus feel that they are interviewed face to face with the person on the opposite side. Emoticons also use emotional communication to express emotions. They are graphical symbols composed of punctuation and ASCII¹⁵ characters (note the author - ASCII is the English standard for the American Standard Code for Information Interchange). Their job is to illustrate the sub tone of the sent message and to draw the emotion that the communicator tries to express.¹⁶ There are several forms of emoticons. On social networks, there are whole tips, from basic circles, yellow smiles to moving Graphic Interchange Format animations (GIF). In principle, they are divided into the following categories:

- Classic smiles expressing feelings and people,
- food and beverages,

¹⁵ It is a coding system composed of English alphabet characters, digits, non-compressing characters, other special characters and control codes that serve to manage data transfer, to format the print, or for other purposes (remark by the author).

¹⁶ *Wikipédia – Slobodná encyklopédia: Emotikon*. [online]. [2018-12-11]. Available at: <<https://sk.wikipedia.org/wiki/Emotikon>>.

- animals and nature,
- sports and activities,
- travel and places,
- objects,
- symbols,
- country flags.

Smileys & People



Picture 2: Emotions of user of mobile phones

Source: *Facebook Symbols*. [online]. [2018-12-11]. Available at: <<https://www.piliapp.com/facebook-symbols/>>.

Smiles are also often used to promote companies, advertising agencies, or countries. On Facebook, we could also find emoticons representing Finland - from the country flag, the reindeer, the man in the sauna, or the iconic mobile phone Nokia 3310. Custom emoticons also have well-known personalities, such as the current US President Donald Trump, used in the form of an emoticon campaign.

Conclusion

This article provides a basis for defining and analysing communication issues in cyberspace that are implemented through digital media. Based on synthesis and analysis of knowledge, we can confirm the relationship between the dominant media in society, the form and the manifestations of the communication that prevails in it, and the behaviour, the thinking of people. Digital media change not only the way of thinking (from collective to individual) but also the overall mentality of society. People deviate from the real world and comfort find themselves in the virtual world. Media, social networks and online space become their everyday part so much that they adapt their own identity. It becomes flexible as well as the time that stops playing an important role for the inconvenience of the online environment. Everything is creaking, it takes a moment. We can count on the great positiveness of social diversity and the transcendence of the online environment. The individual offers space with infinite possibilities for self-realization. Changes are also going through communication. Personal communication replaces texting. Language is internationalized and reduces the volume of communication and its speed. An online slang is made up of online acronyms or emoticons. Although they originally had to illustrate the emotional character of written reports, they are gradually replacing and representing the whole word. At the same time, they become an important part of marketing communication and identity of companies, brands and individuals. We

allow ourselves to assume that their future development and dissemination in society on a global scale can create a standalone language that we will use exclusively for communication in the cyberspace.

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MEDIA USE OF CHILDREN AND YOUTH

Ján Mikuš

Abstract

The impact of media on children and youth is a phenomenon can no longer be avoided. Information published by the media is of a diverse nature. The media can be manipulative, but also can offer children and young people a positive contribution to the search for information, to shape the child's personality to the curiosity and the ability to distinguish between good and evil. The paper deals with individual media and their impact on children and youth, from a theoretical and practical point of view. The aim is, based on a questionnaire survey, to identify the media use of children and youth. The aim is to be fulfilled through the implementation and evaluation of a questionnaire survey aimed at identifying the use of media by children and youth. In total, 118 questionnaires were returned, of which 102 answered, of which 4 were incomplete, so 98 questionnaires were processed. The most important findings from our questionnaire survey are that almost 42% of respondents said they spend their free time mainly by going out with friends. It could be expected that children spend the most time online nowadays. However, almost 65% of respondents think that everything in the media is true and just under 30% of them think that not all media content is true. In such cases, it is necessary to recognise that the need for media education is increasing nowadays and should be included in the curricula at primary and secondary schools.

Key words:

Free time. Children. Media. Media impact. Youth.

1 Introduction

The media is a topic that is still up to date, which is evidenced by the further development of this theme. Therefore, the media are not only concerned with various seminars or final theses but are being the subject of academic and scientific research or parliamentary debates. This topic is also very popular because the media surround us at every step, mainly due to the development of information and communication technologies. Thus, the notion of media is undoubtedly one of the most used concepts of the present. The media are mainly printed radio, television, or electronic media. In the world of the child, the media have been receiving since their birth, as they meet them through television, radio, the Internet, children's magazines, or advertising leaflets. The media influence and shape the future behaviour of children. But if the child is not properly guided, in adulthood, a person can be full of unresolved questions and without their own opinion. This is mainly because children are now more likely to use electronic media, while electronic media are unbridled and offer unlimited possibilities – both positive and negative. Leisure time and meaningful activity fulfil a great potential for shaping the personality of children and youth. Incorrect use of leisure often leads to negative consequences associated with socio-pathological phenomena, such as the impact of the media. This is precisely why the media use rate should not increase in children and young people but should be optimally targeted. This is what led us to choose the topic and the aim of this paper. The aim is, based in a questionnaire survey, to identify the media use of children and youth.

While setting the aim, we have drawn from the published results of previous surveys ^{1, 2, 3, 4, 5, 6, 7, 8, 9, 10} which have long been said to show that the influence of media on human beings and their behaviour is unambiguous, with the most pronounced in children and young people.

2 Theoretical Background

The notion of the media is common and self-evident to us, we use it without deeper thinking about it. The media have long been under our skin because they surround us on every step. Our existential epoch is therefore often referred to as the age of media and information.¹¹ The word media is based on Latin and means mediator – that is something that mediates something else. This term is also found in physics, chemistry, biology, computing, and social communication theories. Also, the trade unions that deal with different manifestations of human, social communication mean the term medium which mediates some information, that is, the communication medium.¹² The media are necessary for a full-fledged life. They provide us with information that is one of the cornerstones of everyday life. As Marshall McLuhan¹³ asserts, the media is a formalising force of the media, and it raises some other issues that we can only mention here because they would deserve whole bundles. Technological media are raw materials or natural resources, just like coal, cotton and diesel. The media are very much involved in forming public opinion; they can popularise different personalities, whether positive or negative.¹⁴ They point to various phenomena that could not be dealt with in ordinary life, attempt to expand the economic, legal, social, cultural or political consciousness of citizens.

¹ For more information, see: PRAVDOVÁ, H.: *Sociokultúrny kontext masovej komunikácie*. Bratislava : Národné osvetové centrum, 2009.

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¹⁰ GARBÁROVÁ, M., HOLLÁ BACHANOVÁ, P., VARTIAK, L.: Purchasing Behaviour of E-Commerce Customers. In SUKOVÁ, A. (ed.): *Management and Economics in Manufacturing: Global Scientific Conference. Conference Proceedings*. Zvolen : Technical University in Zvolen, 2017, p. 160-165.

¹¹ For more information, see: SCHELLMANN, B.: *Média: základní pojmy, návrhy, výroba*. Praha : Europa Sobotáles, 2004.

¹² See also: JIRÁK, J.: *Úvod do studia médií*. Brno : Barrister & Principal, 2003.

¹³ See, for example: McLUHAN, H. M.: *Jak rozumět médiím*. Praha : Odeon, 1991.

¹⁴ For more information, see: CHROMÝ, J., VESECKÁ, R.: *Kriminalita, veřejnost a média. Problémy, o nichž se příliš (ne)mluví*. Praha : Linde Praha, 2009.

2.1 Print Media

Print media includes books, newspapers and magazines. With the ancestors of books we meet in ancient times, depreciated the works of famous authors to read further or were rediscovered, it was fun or educational. Since the demise of the Roman Empire, book culture has disappeared and has begun to develop again with the emergence of monasteries. At the beginning of the Middle Ages, the book was not considered a mean of communication; rather it served to preserve knowledge and wisdom, especially religious texts. At this time, the books had the form of individual sheets bound in solid plates and were coded.¹⁵ Despite the massive competition of newspapers, magazines and electronic media, the book has not lost its appeal. It has its advantages and remains an important resource for the human being and a presenter of knowledge and entertainment capable of time and space. It has practical advantages, for example, that it can be easily transferred and archived.¹⁶ The newspaper's predecessors were formerly leaflets and bulletins that were distributed by postal services. These were mainly reports on events important for foreign trade. The early newspapers were characterised by periodicity, commercial nature (commercially available), multifaceted use (informed, recorded, advertised and used to spread gossip) and open character. Regarding journalism, newspapers are the mainstream media.¹⁷ "Newspapers are periodicals that are published in short intervals. Their main purpose is to mediate current news from a wide variety of areas, particularly politics, economy, entertainment, culture, society and sport. Regarding the breadth of news, they are competing with radio and television."¹⁸

Nowadays, newspapers are characterised by their diversity and versatility of their content, they come out regularly and provide quick and up-to-date information, often with a strong investigative expression and reflection of the complex social, political, economic and cultural development of society. Their main task is to bring messages and comment on them.¹⁹ Magazines belong to the media in a modern way of life. The journalistic significance of magazines lies primarily in the fact that they are a medium that can accompany a person all day long. Magazines can be seen as an interface between newspapers and books because they are based periodically, but usually not as often as newspapers. They are more up-to-date than books, but not sup-to-date as newspapers.²⁰

2.2 Electronic Media

Electronic media include radio, television, telephone and computer, respectively the Internet. Radio is a very powerful mass media, but it includes only sound and not the picture. Nevertheless, it is a very widespread mass media. In particular, children and youth are constantly involved in radio-music communication, especially in modern music, and their development in the field of musical perception and sensation.²¹ Television is the most widespread and most effective media. Television is an electronic audiovisual medium, i.e. the recipient directly and synchronously perceives both the picture and the

¹⁵ See: McQUAIL, D.: *Úvod do teorie masové komunikace*. Praha : Portál, 2009.

¹⁶ See: SCHELLMANN, B.: *Média: základní pojmy, návrhy, výroba*. Praha : Europa Sobotáles, 2004.

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sound, which increases the efficiency of the broadcast. It is indispensable to everyday life and deeply influences our lives.²² For decades, the phone has become the most important technical mean of communication between two people. Originally used only for speech transmission, it now transmits all media forms, such as image, data, and video. The phone is now an indispensable part of the multimedia world. It is the device that controls all forms of media communication. The development has already advanced, with the predominant use of cell phones.²³

By the term computer, many people imagine either a laptop or a personal computer. In fact, this concept is far wider. Computers work on a variety of devices and are found around us (in cars, mobile phones, washing machines, microwaves, digital cameras, CDs and DVD players, and many other devices). Computers nowadays interfere almost in all work activities, into adult life, as well as children and youth. Currently, they are interconnected using computer networks and use the World Wide Web.²⁴ The beginnings of the Internet dates back to 1969. The Internet developed primarily on the academic ground, and by the turn of the 1980s and 1990s, the Internet had penetrated the expansion of personal computers to the general public. Over time, he has been incorporated into society as a network of unlimited possibilities. It hides the untouched area, as on the Internet we can find almost everything we think of.²⁵

2.3 The Media and Their Impact on Children and Youth

The influence of the media on the socialisation of today's youth in developed countries cannot be mistaken. Adults, however, use most of all the media. The time devoted to television is considerably longer than all other extracurricular activities.²⁶ While experts agree that the media is a major factor contributing to the lives of individuals, groups and society as a whole, they do not have unity in what the media can influence the individual and society and the nature of this activity.²⁷ Some media effects can be divided into two groups, the first group being negative and the other positive ones:²⁸

- Negative effects of media on children and youth:
 - Changing attitudes and thinking – The media are capable of influencing how children think and how they look at the world. The basic means of this effect is the tendency of the media to show stereotyped views of children's lives, as perceived by different social groups and themselves.
 - Alienation – The nature of a particular media is capable of causing children to be isolated from one another. Media drive children from active participation in society and weakens knowledge of common values.
 - Mindfulness – It comes from the idea that if the child is constantly exposed to the media, it is emotionally numb and depressed.
- Positive effects of media on children and youth:

²² See also: REIFOVÁ, I.: *Slovník mediální komunikace*. Praha : Portál, 2004.

²³ For more information, see: SCHELLMANN, B.: *Média: základní pojmy, návrhy, výroba*. Praha : Europa Sobotáles, 2004.

²⁴ See: REMIŠOVÁ, A.: *Etika médií*. Bratislava : Kalligram, 2010.

²⁵ See: SAK, P.: *Člověk a vzdělání v informační společnosti*. Praha : Portál, 2007.

²⁶ See: MATOUŠEK, O., KROFTOVÁ, A.: *Mládež a delikvence*. Praha : Portál, 1998.

²⁷ See: JIRÁK, J., KÓPPOVÁ, B.: *Média a společnost: stručný úvod do studia médií*. Praha : Portál, 2003.

²⁸ See: JIRÁK, J.: *Úvod do studia médií*. Brno : Barrister & Principal, 2003.

- Learning – The media have the ability to pass on new knowledge and skills to children, to expand the boundaries of their knowledge, as well as the structure of attitudes and convictions.
- Socialisation – The media can present to children the norms, values and acceptable patterns of behaviour that enable them to engage in the life of the society concerned.
- Retroactivity – The reality of media interest is influenced by the course of events itself (for example, the conduct of some activities is completely different if the proceedings are closed, otherwise, if it takes place in the presence of the media).

3 Methodology

The paper deals with individual media and their impact on children and youth, from a theoretical and practical point of view. The aim of the paper is, based on a questionnaire survey, to identify the media use of children and youth. The aim is to be fulfilled through the implementation and evaluation of a questionnaire survey aimed at identifying the use of media by children and youth. We set out the aim by published results of previous surveys that have long been said that the impact of media on humans and their behaviour is unambiguous, with the most striking in children and young people. The theoretical part was focused on the media, and we devoted ourselves to the distribution of printed and electronic media. In this part, we also linked the impact of media on children and youth, with a description of positive and negative impacts. The next step is the implementation and evaluation of a questionnaire survey aimed at identifying the use of media by children and youth. The questionnaire was based on the study of these surveys and was tailored to our needs. It was a printed questionnaire that was disseminated during December 2017 among pupils of selected elementary and secondary schools in the Trenčín Region.

4 Results

In total, 118 questionnaires were returned, of which 102 answered, of which 4 were incomplete, so 98 questionnaires were processed. Identification of the research sample was carried out through the first two questions that were asked about the age and gender of the child. The results show that the questionnaire was completed by 61 girls and 37 boys aged from 11 to 16. The breakdown of age groups by sex is given in the table below.

Table 1: The breakdown of age groups by sex

Age	Boys	Girls
11	2 (2,04%)	4 (4,08%)
12	2 (2,04%)	7 (7,14%)
13	4 (4,08%)	5 (5,10%)
14	14 (14,29%)	13 (13,27%)
15	9 (9,18%)	21 (21,43%)
16	6 (6,12%)	11 (11,22%)
Total	37 (37,76%)	61 (62,24%)

Source: Own processing, 2017.

From the above table, most respondents were girls aged 15 years, and the least respondents were boys aged 11 and 12 years. Among the boys, the highest number of respondents was at the age of 14, with the lowest number of respondents aged 11 years. The first question was focused on leisure time, and it says, "How do you spend your free time?" There were eight different answers, with the most frequently answered answer being "I go out with my friends." The least-marked answer was "I am at home." An overview of all the answers to this question is as follows:

- I go out with friends – 41.84%;
- I read books – 11.22%;
- I am at school – 6.12%;
- I am at home – 1.02%;
- I watch TV – 18.37%;
- I surf the Internet – 16.33%;
- I play computer games – 3.06%;
- I play mobile phone games – 2.04%.

It follows from the above that other high-grade responses were "I watch TV" and "I surf the Internet". Other responses that were barely labelled were "I play computer games" and "I play mobile games". To the question that said, "Are your parents interested in how you spend your free time?" respondents responded most often "Yes" (71.43%) and none of the respondents answered "No". 22.45% of the respondents indicated the answer "Rather yes" and only 6.12% marked "Rather not". Other questions have already been focused on the media, the extent of their use by respondents and their impact on respondents. While answers to the question "How much time do you devote to the media every day?" are shown in the table below.

Table 2: How much time do you devote to the media every day?

Media	Less than 1 hour	From 1 to 3 hours	More than 3 hours
<i>TV</i>	2,04%	8,17%	36,73%
<i>the Internet</i>	5,10%	11,22%	16,33%
<i>Radio</i>	0,00%	9,18%	7,14%
<i>Newspapers and magazines</i>	4,08%	0,00%	0,00%

Source: Own processing, 2017.

From the data presented in the table above, it is clear that most respondents indicated they spend more than 3 hours watching TV. None of the respondents receives less than one hour of radio and 1 to 3 hours, respectively more than 3 hours to newspapers and magazines. Thus, the sequence can be summarised as follows: for most of the time, respondents devote themselves to TV, then to the Internet and radio, and the respondents spend less time answering to newspapers and magazines. The next question contained several items, each respondent being able to identify whether or not they are interested in the subject. It sounds "Are you interested if the following content appears in the media?" The answers are shown in the table below.

Table 3: Are you interested if the following content appears in the media?

Content	Yes, I am interested	No, I am not interested
<i>New information</i>	100,00%	0,00%
<i>Entertainment</i>	94,90%	5,10%
<i>Romance</i>	24,45%	75,55%
<i>Violence</i>	14,29%	85,71%
<i>Erotica</i>	9,18%	90,82%
<i>Insults and vulgarisms</i>	11,22%	88,78%

Source: Own processing, 2017.

The next question was set to find out whether the respondents are afraid by the cause of the media. The answer to this question was "Yes" and "No". The question says "Did you meet the media content that caused you fear?" Most often able to generate fear in the respondents was the Internet, then TV, newspapers and magazines, with almost no fear by radio.

Table 4: Did you meet the media content that caused you fear?

Media	Yes	No
<i>TV</i>	77,55%	22,45%
<i>the Internet</i>	83,67%	16,33%
<i>Radio</i>	4,08%	95,92%
<i>Newspapers and magazines</i>	21,43%	78,57%

Source: Own processing, 2017.

Since media content is a very powerful tool for changing behaviour, we have identified the following: "Are you copying the situations and scenes you've seen in the media with your friends?" The answers were different:

- Yes – 13.27%;
- Occasionally – 27.55%;
- No – 59.18%.

Most of the respondents do not imitate with friends the situations and scenes they learned about in the media and few of them often imitate them. The last question was, "Do you think that everything you hear and see in the media is true?" And its purpose was to find out if respondents are aware that not everything in the media is based on the truth. Respondents responded as follows:

- Yes – 64.23%;
- I do not know – 6.18%;
- No – 29.59%.

The answers from the above question showed that most respondents think that all media content is true, few of them think that they are not true and a small percentage of respondents could not decide.

Conclusion

The media are constantly a phenomenon that is present everywhere; it influences us, can bring about changes in our perception of reality and opinions. However, the media also pose a danger to the healthy development of children and youth. The aim of the paper was, based on a questionnaire survey, to identify the media use of children and youth. The aim was fulfilled through the implementation and evaluation of a questionnaire survey aimed at identifying the use of media by children and youth. The questionnaire was filled in by 98 respondents aged 11 to 16, of which 37 were boys and 61 girls. The questions were focused on spending their free time, media use and media impact on them. It is positive that almost 42% of respondents said they spend their free time mainly by going out with friends. It could be expected that children spend the most time online nowadays. A very important factor in the interaction of children and the media is parents. However, respondents said that almost 80% of their parents are interested in how they spend their leisure time, so we can assume that the low media use is the result of parenting. It is arguing that respondents spend watching TV for more than 3 hours per day. Taking into account that the series has an average length of one hour and film an hour and a half, it results from the fact that children can see three episodes of the series or two films a day, which we assess as too much information at once.

However, it is positive that all respondents are interested in media content that contains new information for them. But the warning signal is that almost 15% of respondents are interested in media content with violence, more than 11% are interested in vulgar content, and almost 10% are looking for erotic content. It is very important to realise that the media are not only fun, but they are often a tool for spreading fear. This was also confirmed in our survey, in which up to nearly 78% of respondents said that certain television content in them provoked fear, but what is worse, almost 84% of respondents said that on the Internet they have met with media content, which caused them fear. However, it is good that the respondents do not very much imitate the situations and scenes they see in the media, which suggests that they have spoken up to almost 60% of them. However, it is most important for media content recipients, especially children and young people, to distinguish between what is based on truth and what is not. As a result of our survey, almost 65% of respondents think that everything in the media is true and just under 30% think that not all media content is true. In such cases, it is necessary to recognise that the need for media education is increasing nowadays and should be included in the curricula at primary and secondary schools.

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SPECIFICATIONS OF MEDIA COMMUNICATION RELATED TO THE HIP-HOP SUBCULTURE

Lenka Rusňáková

Abstract

The main goal of a pertracted paper is to clarify some specific expressions of media communication of the hip-hop subculture. The author focuses on the reflection of the specific means of expression and characteristics of the hip-hop subculture, especially its presentation in media. The issue related to the media image of the hip-hop subculture is processed systematically. The author applies a significant logical-conceptual procedures. Firstly, the key terms are clarified in the point of view of a wider socio-cultural and media context. Special emphasis is given to the impact of this cultural phenomenon on the process of media production, propagation and reception. The author uses the expample of a hip-hop music video in order to justify this process of culture (re)presentation. In conclusion, the current state of the hip-hop subculture and the prediction of its future trends are assessed. The question of media communication of the hip-hop subculture becomes the subject of a discourse analysis.

Key words:

Hip-Hop. Media communication. Media representation. Music video. Subculture. Youth subculture.

1 Introduction to The Issue

Within the complex culture there is a variety of subcultures extending to different areas of life of the society. The initiator of their sudden expansion was the period after the Second World War. The post-war situation brought an increased interest in newly-developed music styles and genres. This way, the significance of individual subcultures became widespread. Young people saw them as a way of some revolt, rebellion and revolution against the dominant culture. Hip-hop as both a music genre and a life-style belongs to subcultures that the majority of adolescents “incorporated” into their way of life at the begging of the 70s of the 20th century. Nowadays, the hip-hop subculture is being criticised by many authors. The reasons are simple. Every type of culture wants to amaze, impress, with an aim to get as many recipients as possible. It is kind of a cycle – one subculture arises while, after some time, another takes its place. Hip-hop, worried about its future existence, has moved towards the mainstream. It knows that it is the only way to “survive” in current commercial times. Usage of various marketing moves in hip-hop texts and videos connected to the current commercialization is being rejected mostly by the “veterans” of this genre. The paradox is that the liberal view finds a solution of this situation in something new – the times are changing and so is the perception of music. For this reason it is inadvisable to be conservative in accepting the change. Simply put, without the support of media hip-hop and connected styles would never achieve such a dominant status as they have at the present time. The main objective of the submitted paper is therefore an examination of specific features of hip-hop subculture in media communication. We are interested mainly in the reflection of means of expression and characteristics of hip-hop subculture from the point of view of their presentation in the media.

The aim of the text is to inform readers about the key terms connected to the analysed issue, which have been approached in a wider social-cultural and media context. We also talk about the impact of the hip-hop subculture on the process of production, promotion and reception of media communicators; the relationship between media and this type of

culture being explained on an example of music videos. The part of the conclusion of the paper is also an evaluation of the current position of hip-hop subculture and prediction of its future trends. The key sources are the monographs by M. Forman, M.A. Neal, D. Hebdig and T. Weiss. We also find using several foreign publications, enabling us to get to the core of the defined issue, an excellent information material necessary for a discursive analysis.

2 Hip-hop as A Subculture

J. Rausch speaks of hip-hop culture as creating something out of nothing. It is actually a transformation of ugliness into beauty. Hip-hop as an exceptionally popular phenomenon incorporates a specific style of music production, slang and fashion. It is a life-style, a form of opinion expression, a reflection of the present.¹ The rapper T.C. Islam complements the aforementioned and states that hip-hop is basically a state of mind. According to him, to be a hip-hopper means to think freely.² Not so long ago, the subculture of hip-hop in the countries of the Central and Eastern Europe belonged to relatively unknown concepts. It were the globalisation and digitalisation which have spread this type of culture all over the world – within forty years since developing the African-American hip-hop, the subculture has transformed into several versions. It could be said that certain “subsidiaries” of hip-hop have been created. It is visible also on an example of the “Latin rap” where the rapping is in Spanish with elements of Spanish cultural features. This situation has been caused by globalization of hip-hop subculture, reaching also other countries besides the USA. On the other hand, due to digitalisation we are able to analyse this subculture in different forms and through various media. Digitalisation caused this cultural community to become known in the whole world. Thanks to a fast globalisation of hip-hop into various parts of the world, its digitalisation through media and a deliberate promotion in the media, hip-hop has gradually become a world-wide phenomenon.

Looking further into the past we find out that it was the African-Americans who have laid the foundations of hip-hop. Its ideas have circulated through generations and nations. And it was the essence of the African-American music build upon the expression of human experience that caused the African-Americans to “rule” the music industry. They have won the world of music over also due to the ability to overstep the border of colour and culture. We talk mainly about the transformation of African-American styles like “blues”, “jazz” and “gospel” into hip-hop. In the nineties, hip-hop succeeded in re-connecting with “jazz”, “soul” and “blues” but, currently, in the 21st century, a different combination is being used – a close bond with genres of “r’n’b”, “soul” and “pop”.³ However, except for the link to the aforementioned genres, the main elements of hip-hop also include fragments of other nations and even an application of various elements of religion. All the facts suggest that, right now, hip-hop is in another phase of development, in which media and their ability for globalisation, digitalisation and mass promotion of this, originally African-American, “cultural component” play a significant role.

¹ RAUSCH, J. A.: *I Am Hip-Hop – Conversations on the Music and Culture*. Lanham, Toronto, Plymouth, UK : The Scarecrow Press, 2011, p. 7.

² WEISS, T.: *Beaty bigbeaty breakbeaty*. Praha : Mat'a, 1998, p. 97.

³ MOFFETT, T.: *The History of African-American Music*. [online]. [2018-04-08]. Available at: <http://www.ehow.com/about_5212464_history-african_american-music.html>.

3 Image of Hip-hop Subculture in The Media

Media choose the phenomenon of the society that they will follow and subsequently analyse. With their enormous power they handle this phenomenon and present it to the public. They do the same with new, interesting and extravagant subcultures. A discovery of a new subculture is generally accompanied by a wave of “hysteria” in the press. This attention is typically double-barrelled, moving between horror and enchantment, disgust and amusement.⁴ This is the way that media work – they choose topics they find interesting and subsequently promote them. It is a kind of media manipulation called “agenda setting”. Media are often the only available practical means of fast and efficient transmission of information to a large amount of people. This phenomenon, however, often has a negative influence on any subculture, hip-hop not being an exception. While the origins of the word “hip-hop” can be localized at concrete places, mass media have “made” it into one of the most popular subcultures ever⁵ – a subculture with many descriptions, both negative and positive. Media often present a given cultural subsystem superficially, incorrectly, and with prejudice which is the essential reason why its members create own alternative information-communication channels. Such “alternative ways” include special websites, social networks, blogs, internet forums, which have emerged as an opposition to mainstream media. M. Gottdiener aims to explain this issue. He proposes a semiotic approach with an objective of explaining the relationship between mass culture, media and a (hip-hop) subculture. Gottdiener’s model has three phases:⁶

Producers create commodities that have an exchange-value for them, while the users, or consumers, desire these products and purchase them, thus making the products gain use-value. As an example we present a marketing strategy of some sports brands. White sneakers from the Nike brand have been a symbol of rappers, and therefore of hip-hop subculture, for a long time. To sell the product to the target group of consumers, Nike uses media trying to appeal to the mentioned type of culture by television and print advertising. Through media, this type of sneakers becomes an object of desire for many (not only young) people who consequently identify themselves with the subculture by owning them. We talk about a successful transition from the exchange-value to the use-value.

Consumers modify the product offered by producers in a way that expresses the (sub)cultural symbols. It means that the subculture at this point is no longer formed exclusively by the producers of the product but also by the consumers themselves. The aforementioned is valid also when describing a hip-hop subculture. Aiming to make profit, many producers set (fashion) trends, which are spread by the media to the environment of the subculture. Its members, perceived as consumers, may or may not identify with them. In case of a positive response to the offered object of mass-consumption, purchasers modify it in a way that enables them to express particular symbols of the subculture. This means that the consumers also determine the direction of the cultural subsystem. Surprisingly, we see that the producers are not able to “manipulate” the consumers as much as expected – they can influence what the members of the subculture in question choose as a subject of

⁴ HEBDIGE, D.: *Subkultura a styl*. Praha : Dauphin, 2012, p. 142-143.

⁵ RAMSEY, G. P.: *Race Music – Black Cultures from Bebop to Hip-Hop*. Berkeley, Los Angeles, London : University of California Press, 2003, p. 165.

⁶ FORMAN, M., NEAL, A. M.: *That's the Joint! – The Hip-Hop Studies Reader*. New York, London : Routledge, 2004, p. 499-501.

their identification with the type of culture only slightly or not at all. For this reason, the producers try to present their product to appear as attractive as possible with an aim to stimulate consumers' buying behaviour. For these purposes they use the mainstream media, as their "power of persuasion" is undeniable.

Producers of the mass-consumption products decide to use trends of the subculture in question. To illustrate the last point, we choose a hypothetical example, in which the sports brand *Nike* is successful on the market with its product – high white sneakers – and the members of hip-hop subculture identify with this product, meaning that they modify it according to particular (sub)cultural symbols. Here comes a turning point for other clothing-producing companies with a similar scope which realize that this kind of business can bring huge profit. Naturally, the process of successful "translating" of the mass-consumption product into some "global fashion trend" does not have to be illustrated only by an example of sneakers. In connection to hip-hop, we can also mention expensive cars, gold chains, snapback hats etc. Hereby, it is necessary to accentuate that the trends are constantly changing, because what is fashionable and what is not is defined by the subculture members, producers and media – all three elements have an impact on forming the image of a cultural subsystem.

Based on the Gottdiener model applied to product-promotion strategies connected to the hip-hop subculture we can reasonably assert that media and subculture are interlinked and dependent on each other. On the other hand, there still are some subcultures, where this reciprocal conditionality is not valid. Within this context, it is also necessary to add that while the media, according to many theoreticians, change the original idea of hip-hop, without them, people might possibly not even have knowledge of what the actual term "hip-hop" means.

4 Media Representation of A Hip-hop Music Video

Media have many functions, acting as an instrument of raising popularity of individual youth subcultures being one of them. It is because of their ability to re(present) a particular type of culture using several different means of media communication – radio broadcasting, press, television, internet etc. S. Blair in a publication by M. Forman a M.A. Neal *That's the Joint – The Hip-Hop Studies Reader* introduces a model example of a subculture of rock'n'roll. Its initial popularity was caused by a fast transmission of radio and television broadcasting across many countries. Hip-hop has found itself in a similar situation, becoming a global phenomenon mainly due to recent progress of information technologies allowing a relatively easy manipulation with music sounds.⁷ On the basis of the aforementioned we are able to state that the development of technologies and internet has enabled this subculture to be spread fast around the whole world.

Over time, a way of recording and sharing the media content via various internet servers has been implemented. We speak concretely about the website *YouTube* acting as a form of "internet space" that "raises" the dominance of popular media content, mainly music and videos. This "repository" has given the viewers the possibility to glimpse the history of different music styles and genres. However, success on *YouTube* is often achieved only

⁷ FORMAN, M., NEAL, A. M.: *That's the Joint! – The Hip-Hop Studies Reader*. New York, London : Routledge, 2004, p. 498.

through content by authors supported by big record companies. These are usually music videos preferring a mainstream method of adaptation. However, it is generally true that there are several approaches to how (hip-hop) music videos become best-sellers and popular world-wide:

One camp advocates a polished appearance of the media content; luxurious districts and rich suburbs; sexist presentation of women etc. Using these elements has only one intention – acquiring attention of the audience and making a huge profit. The artists creating such media content are not afraid to use kitsch elements that, regrettably, have no connection with the subculture. Consequently, this kitsch becomes an icon of hip-hop (e.g. expensive cars, marijuana, vulgarisms, and machismo). This way of presentation of self and of a music video can be seen in the production of rappers like *Drake, Jay-Z, 50cent, Snoop Dogg (Snoop Lion), Rytmus, Nicky Minaj*, et al. The second camp does not succumb to mainstream; it refuses to be dependent on media because it has already attracted its target group. In case of hip-hop, this is, however, a very rare situation, although in the past, mainly in the seventies of the last century, this underground form of hip-hop subculture presentation belonged to the main theses of hip-hop.

Finally, we are going to mention the last, third approach which is considered exceptionally efficient as well as less costly compared to the first approach. We are talking about applying a well thought out strategy of making hip-hop music videos. Among such marketing “moves” we can find e.g. a series character that features in several videos from the same hip-hop artist. The character is supposed to unify the content with previous versions. Because the storyline is based on a script, a sense of continuity is applied. It means that a viewer can easily identify the music video and connect it to its author. For this reason, number of (mainly) American musicians (e.g. *Eminem, Gucci Mane, Lil Wayne*) use a phrase “*to be continued*” at the end of their video or promote an already mentioned series character, or some kind of a “mascot” (the band *LMFAO* and their character “Box head guy” or Slovak group *Kontrafakt* with the Roma *Rosaldo*). Another form of showing success on the market is also presenting an own fashion brand. This thinking is relevant for example in case of an American rapper *Dr. Dre*. It is evident that majority of his music videos constitute a means of promoting his brand of earphones *Beats by Dre*. We can also mention *50 Cent* with a brand *G-unit* or a Slovak group *Kontrafakt* and their *J.B.M.N.T.* This marketing move equally causes a simpler identification of a fashion brand with an actual artist – rapper. We also cannot forget a frequent combination of other music genres in hip-hop songs as well as in the videos. Nowadays, hip-hop only rarely acts as a stand-alone genre. Besides, music producers and rappers have realized that the recipients expect the songs and videos to be original and full of new ideas, while their preferences are constantly changing. One of effective instruments to eliminate a risk of failure is “recycling” ideas successful in the past. For this reason, contemporary hip-hop artists often use older songs and remake them into their own versions. By doing so they are, in fact, crossing borders of race and time (*Run-DMC* with a single *Walk This Way* or *Eminem* and his title *Sing for the Moment*, both rappers have taken the melody and lyrics from songs of a rock band *Aerosmith*; *Pharell Williams* and *Robin Thicke* and their joint track *Blurred Lines* inspired by a song from *Marvin Gaye – Got to Give it Up*). This case can be also considered an efficient and less expensive way of “attracting attention” of recipients and a consequent easier identification of the rapper with the media content.

The stated examples are only a brief outline of the possibilities of using the music video successfully. Besides the aforementioned aspects, elements of popular club culture, instrumental components of other music genres, popular jokes, bizarre costumes, different choreographies, various narrations performed as a short film a.o. are also being used to a large extent. By using them correctly, a hip-hop music video can achieve a set goal – attract interest of the audience and make a high profit. We can see that hip-hop is no longer only a marginal activity but a significant part of the mainstream music industry.

Conclusion

The life of hip-hop youth subculture has undergone several phases of development. In the past, this type of culture was attributed to a closely-knit group of people who shared mutual respect and support. At the beginning of the 21st century, a strong commercialization occurred. Due to mass media, fast transmission of media content through internet, and an increasing number of record companies, hip-hop has become one of the most profitable saleable articles, characteristic by its own fashion, music and ways of expression. Nowadays, the look on the subculture in question has been radically changed. The fact that hip-hop has gradually become an even more diversified “mixture” of styles, messages, narrations and media representations is truly remarkable. Therefore, it can be unambiguously stated that this subculture is a part of a constant developmental process which changes its original message. Things that were, just a few years ago, considered popular and economically successful are slowly losing their “selling power”. A new trend is coming to the forefront – an effort to draw the attention of young people regardless of their social or cultural group. What will and will not be considered fashionable is decided by the producers of mass-consumption products, mainstream media but also the consumers – members of the particular cultural subsystem. On the basis of the contained theoretical data, it can be assumed that hip-hop as a (sub)culture will not cease to exist in the near future, because its individual characteristics and features are constantly transformed into more modern genre forms that predict a formation of completely new, successful social elements. The aforementioned transition of hip-hop into the mainstream is visible through an example of production-promotion strategies of hip-hop music videos. By an evaluation of current state and a prediction of future trends connected to hip-hop subculture we have accomplished the main goal of our thesis – we have reflected its means of expression and characteristic from the point of view of their presentation in the media.

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INFOTAINMENT AND ITS ROLE IN MEDIA DISCOURSE

Barbara Volková

Abstract

News, social programs and magazines is no longer just an informative feature. To be able to get an interest of the audience, authors, producers, journalist are often prioritizing way of information is said, that information itself. To grip the focus of the public, media often uses entertaining features or shocking ways of distributing the information. This contribution to a media studies focuses on infotainment and its forms. Different definitions point to its relatively simple grasp, but as if complexity has been incorporated in its specific analysis. We will characterize some of them and try to indicate their place in media culture and in media discourse in general.

Key words:

Consumption society. Entertainment. Infotainment. Mass media. Media culture. Media discourse. Tabloization.

1 Characteristics and Definitions of Infotainment

Today's society is named by various terms. We can agree on the fact, that we are living in the post factual time, or as Bauman contributed, in the *liquid modernity*. The consumer society is based on the continuous consumption of all its products, including so valuable – information as its center. Society uses different ways, techniques, created scientific disciplines to analyze the finding of even more powerful ways of demand that is reflected in advertising – the direct and indirect and subliminal, open and blatant. Media play an important role here because they are direct bearers and intermediaries as well as the scope of these tendencies. "The Age of Entertainment" – as the times we live in are also called by some media theorists and sociologists, such as N. Postman,¹ whose book "Amusing Ourselves to Death: Public Discourse in the Age of Show Business" made a huge impact in media studies of that time. Marshall McLuhan in a famous book from 1962 wrote: "Dichotomy between information and entertainment has come to an end."² He thought that connecting fun with such important fields as politics or education will always depend on the cultural environment in which we live in. Back to N. Postman, who wrote: "The clearest way to see through culture is to attend its tools for conversation."³

N. Postman's conversational tools include mass media, such as print, radio and television (he was not focused on Internet at that time), as a dominant player in the formation of social and political themes. We can perceive the world in multiple ways – throughout speech, printed word or television camera, the reality is mediated by the fact that somebody classifies, spreads, reduces, embellish, etc., mediated facts, adding – manipulates them, and more and more often urgent, in the form of an amusing announcement. Concisely characterized infotainment by V. Hochelová, which emphasizes its application in our media space, especially for television and radio news broadcasts." For the citizens interest is more dominant than useful information. The news section

¹ For more information, see: POSTMAN, N.: *Amusing Ourselves to Death: Public Discourse in the Age of Show Business*. New York : Viking Penguin, 1985.

² See: McLUHAN, M.: *The Gutenberg Galaxy: The Making of Typographic Man*. Toronto : University of Toronto Press, 1962.

³ POSTMAN, N.: *Amusing Ourselves to Death: Public Discourse in the Age of Show Business*. New York : Viking Penguin, 1985, p. 95.

highlights the closest connection to the ongoing event (including direct inputs and the transfer of authentic experiences, such as addressing politicians in the Parliament or so-called eye witnesses at the event site) and its moderation, when the moderator as a distinct personality with typical features as if conducting an interview with the viewer and is in touch with colleagues in the field at the same time. The submission is concise and simple, with an emphasis on entertainment, distraction, and not on the social relevance of the information."⁴ It is well known that the creators of the news or shows favor disasters, crimes, or other dramatic events. This is also customized in studio, graphics, shooting modes, program editing, and sound. In Slovak media space, it is mainly used by private televisions and radio stations, but it also starts to penetrate the public service media. P. Valček talks about the amusing news and claims that the classic purpose of the news – a concrete, factual presentation of current events is being lost. He argues that this direction has been created with the creation of media networks in which factographic journalism has reoriented itself to "appealing program formats" and is not advocated to fellow citizens but to "a dispersed, cosmopolitan audience".⁵

B. Osvaldová literally quotes and translates V. Hochelová into Czech language (not mentioning the author) and adds that in the modified form of infotainment it is also transmitted to the printed media, mostly tabloids.⁶ I. Reifová refers to infotainment as the use of entertainment features in the news, and adds that it is mainly associated with the development of cable television in the US in the third part of the 20th century with the need to attract audience attention. In public service media, the use of these resources is assessed as their lack, the author adds.⁷ All the definitions and characteristics of the infotainment by foreign authors⁸ agree that the artificial name, the neophyte has its justification and, in its ever wider context, penetrates in particular into the sphere of news media, it is tabloizing them and depends on the degree of tabloization if the information will be readable for the recipient, to understand her message.

2 Infotainment and Media Discourse

Hopefully, we do not expect a period that would be characterized by post-manic attachment to death, although there are many indications of this direction in the current media discourse. Media discourse is a "specific kind of public discourse, produced and spread by the media, as well as a set of practices dealing with cultural representations, realized and formed in the process of media communication".⁹ P. Valček talks about media discourse as about the culture-conditioned current practices and conventions of producing media messages and their associated expectation files. Systematically conformed types of statements associated with specific topics or areas of public interest

⁴ HOCHELOVÁ, V.: *Slovník novinářské teorie a praxe*. Nitra : Univerzita Konštantína Filozofa, 2000, p. 83.

⁵ VALČEK, P.: *Slovník teorie médií A-Ž*. Bratislava : Literárne informačné centrum, 2011, p. 79-147.

⁶ OSVALDOVÁ, B. et al.: *Praktická encyklopédie žurnalistiky a marketingové komunikace*. Praha : Libri, 2007, p. 92.

⁷ REIFOVÁ, I. et al.: *Slovník mediální komunikace*. Praha : Portál, 2004, p. 88-89.

⁸ STERLING, CH. H. et al.: *Encyclopedia of Journalism*. Thousand Oaks, CA : SAGE Publications, 2009, p. 754-756.

⁹ BOČÁK, M.: *Štruktúra televízneho spravodajského textu. Analýza spravodajských formátov s uplatnením diskurzívnej perspektívy*. [Dissertation thesis]. Prešov : Filozofická fakulta Prešovskej univerzity v Prešove, 2008, p. 31. [online]. [2018-04-21]. Available at: <http://michalbocak.weebly.com/uploads/2/8/1/2/2812791/bocak_tv-news-formats_2008.pdf>.

are also present in current media production processes. He adds that in the last twenty years there has been a consumerized formatting of messages based on the personalization of topics.¹⁰ In the media discourse, it is the mediation of information to the general public; especially in the news broadcasting is implemented by so-called opinion leaders; TV, radio and currently digital personalities, personalities from the fields of science, politics or social, cultural and art field. Special subcategories are personalities in printed media, before appearing very often in audiovisual or digital media. Often in media discourse, especially in political discourse, it is about maintaining the status quo, or disrupting it, or representing opposing opinions. The partner in media discourse is predominantly a "domestic" media personality who has the ability to lead the discussion in the desired direction, so as to suit certain settings of the broadcaster, owner, and so on.

In this situation M. Bočák emphasizes that "the creators of media discourse are attributed to high cultural capital (they are perceived as "word professionals", information authorities, opinion leaders, etc.). The high status of media professionals and nature of media communication, a virtually unlimited opportunity for shaping media discourse (in accordance with their own institutional interests) are supporting its reception. Media discourse becomes the subject to follow of other discourses, so media consumption is motivated not only by voluntary choices based on their own content preferences but also by some social pressures.¹¹ I quote Bočák again: "Media discourse is increasingly simulating openness towards its recipients, constructing the concept of media communication as a dialogue (e.g. SMS, e-mail). But it still remains a highly institutionalized cultural practice, so the discourse it spreads is essentially ideologically "closed".¹² An important role is played by the practices, conventions and expectations of the recipients. From a long-term perspective, we can talk about a certain level of media discourse in certain area, the media space, country, and so on. How is infotainment present in media discourse? I. Reifová interestingly characterizes infotainment, that is based on D. McQuail, that discourse is a framework of discussion in which the subject is spoken about in a certain way, or that it is a time and social conditional convention that co-ordinates the course of media and media product creation in general, as well as habits associated with their reception and use by audiences who in some way manifest in their reaction. Referring after G. Kress we can say that discourse is understood as systematically organized ways of reporting bound to certain topics or areas. Often, in the media discourse, different topics are intertwined, from the all-society to the situations of leisure time or intimate life. The language that is used in this context can take the form of a written language, but also a non-scriptural language, in which vulgarisms, direct addressing of the perpetrator, appear. Broadcaster through a media personality in liberal democratic regimes understands the recipient of his message both as a citizen and as a consumer. This creates a situation where there is no difference between advertising information and, for example, serious all-society problems. It is created on the basis of today's era, form of steady unwritten rules, norms, conventions, and stereotypes that are

¹⁰ VALČEK, P.: *Slovník teórie médií A-Ž*. Bratislava : Literárne informačné centrum, 2011, p. 79-80.

¹¹ BOČÁK, M.: *Štruktúra televízneho spravodajského textu. Analýza spravodajských formátov s uplatnením diskurzívnej perspektívy*. [Dissertation thesis]. Prešov : Filozofická fakulta Prešovskej univerzity v Prešove, 2008, p. 33. [online]. [2018-04-21]. Available at: <http://michalbocak.weebly.com/uploads/2/8/1/2/2812791/bocak_tv-news-formats_2008.pdf>.

¹² BOČÁK, M.: *Štruktúra televízneho spravodajského textu. Analýza spravodajských formátov s uplatnením diskurzívnej perspektívy*. [Dissertation thesis]. Prešov : Filozofická fakulta Prešovskej univerzity v Prešove, 2008, p. 33. [online]. [2018-04-21]. Available at: <http://michalbocak.weebly.com/uploads/2/8/1/2/2812791/bocak_tv-news-formats_2008.pdf>.

typical of this period. From a longer-term historical perspective, we can then talk about a typical media production of historical and social context.

I. Reifová writes that "In an abstraction set of all mediated content and the rules of its production and reception, s.c. in the context of media discourse, it is possible to separate partial discourses of particular areas: especially discourse that is based on facts (mostly news), discourse on fiction-based content (for example, television series or sitcoms, films, etc.) and content discourse based on fun."¹³ It follows from the above that infotainment is present in a media discourse and has a dominant position in it. In general, they are often referred to as sensational or tabloid messages or reports of crime where there are not just the criminal stories of real people but also lascivious stories adequately displayed and commented. Infotainment is primarily a feature of professionals, and its naming includes, as we have already seen, a broader understanding, reporting in an entertaining form, or more precisely, a news format that prefers information with dramaturgy, collision of interests to a misleading conclusion. Entertaining news fulfill their purpose – attract as many audience as possible. Their positive point is that even a person who would not be interested in these messages is more likely to look at them in such a package and receive information, even partially garbled. Qualities of news of that sort became tension, sensation or surprise. "They represent the basic and most recurring part of commercial news because they are very well received. Although media critics express a certain amount of skepticism about this type of news, one cannot refuse them – they are successful and the editors have even learned to bring them under the head of the main broadcasted news of the day. For example infotainment TV news, like a newspaper in its original form, has some common basics."¹⁴ What are the typical requirements for such messages or news? S. Gregušová summarizes:

- *Threshold of Attention* – the more intense the event, the greater the chance of becoming a news,
- *Expectation* – the more the phenomenon meets the expectations of the audience, the easier it will become news message,
- *Surprise* – the more "beats" the event into the eyes, the easier it will be to create a message,
- *Negativity* – if the event is negative, it will definitely become a message,
- *Social impact* – if the event relates to a personality from politics, social or cultural life, message has a higher verbal value and a greater influence on the recipient.¹⁵

We consider these characteristics to be the most important ones, but with deeper analysis we could broaden their characteristics. Working with infotainment is also trying to attract the viewer into co-operation, it invites the co-worker – call us, give us tips, cooperate on "your" program, and so on. Thus, the perceiver has the impression that he is to some extent a co-creator and not just a passive observer. We have already said that the authors and moderators of such reports are becoming "personalities" and are also subject to further popularization in other media. In the context of media culture, this direction seemed to reduce the threshold of perceived difficulty on the percipient. As Brian McNair puts it, based on television news, where this trend has begun and continues to be very

¹³ REIFOVÁ, I. et al.: *Slovník mediální komunikace*. Praha : Portál, 2004, p. 46-48.

¹⁴ GREGUŠOVÁ, S.: Infotainmentizácia mediálneho spravodajstva. In *Slovenské divadlo*, 2005, Vol. 53, No. 4, p. 365.

¹⁵ GREGUŠOVÁ, S.: Infotainmentizácia mediálneho spravodajstva. In *Slovenské divadlo*, 2005, Vol. 53, No. 4, p. 369.

common: "With the transformation of public service television to commercial service – which is to deliver the audience to advertisers – the news value has changed and adapted to tabloid values."¹⁶ It is only one of the characters of the present-day Baumann fluid reality, the fluid times, the fluid postmodernism that surrounds us, into which we enter and consolidate it, and at the same time we are critical of it and we protest against its manifestations.

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¹⁶ McNAIR, B.: *Sociologie žurnalistiky*. Praha : Portál, 2004, p. 123.

THE INFLUENCE OF THE GROWING ROLE OF SOCIAL MEDIA ON THE PUBLISHING ACTIVITY ON THE INTERNET

Wiktor Widera

Abstract

Blog.pl, blogging service belonging to Onet-RAS Polska Group, was closed at the end of January 2018. This decision has been a result of the growing role of social media, which as a center for community creation and exchange of ideas on the Internet, took over the role of blogs. The largest citizens journalism portal Interia360 was also closed earlier. Would social networking websites eliminate other Internet publishing activities? The article attempts to present this topic by describing the largest websites in Poland. The test method used in the article is media content analysis.

Key words:

Blog. Citizen journalism. Internet. Social networking.

Introduction

The publication of an article "*Onet closes Blog.pl. The effect of the growing role of social media*". became an incentive to take up an important topic of the evolution of journalism with the use of technological tools of new media. Closing of Blog.pl happened as a result of the "growing role of social media, which - as a center for community creation and exchange of ideas on the Internet - took over the role of blogs"¹, said Paweł Jurek, Managing Director of the Onet segment in an official press release on the Wirtualnemedi.pl website. This event has been unprecedented on the Polish market of new media, as Onet has been the largest information portal with highly diversified content and forms of presentation. The special significance of this event seems to confirm the thesis put forward by Jurek. Especially when the citizen journalism portal in Poland – Interia 360, was closed earlier this year. The mentioned portal was part of the second most important Polish information portal, Interia.pl. Do social networking websites really radically reduce other forms of publicity for individual users of new media?

1 Vanishing Portal

Internet users writing blogs at Blog.pl have been receiving e-mails for some time from the administrator of the website, informing that the onet.blog.pl will be closed on 31 January 2018. By the end of January the users could download all the content from the blogs like posts, photos, comments. They could transfer them to the computers or to another platform that supports Wordpress. The communicate was written terse and without any special courtesy or recognition for the cooperation so far, and more importantly without the declared help to users. It should be noted, however, that there was a laconic proposal to admit the obvious truth: "Blogs have played a huge role in the development of the Onet and the Polish Internet in the last 10-15 years. We are proud of being an important part of the blogosphere's life and thank the bloggers who have been with us during that time,"

¹ *Efekt rosnącej roli mediów społecznościowych*. [online]. [2018-04-11]. Available at: <<http://www.wirtualnemedi.pl/arttykul/blog-pl-koniec-dzialalnosci-grupa-onet-rasp-to-efekt-rosnacej-rol-mediow-spolecznosciowych>>.

said the Managing Director of the Onet. He added that the authors of the most popular blogs from Blog.pl will receive proposals of cooperation with the thematic editors of Onet. Looking at the publishing statistics, the declaration of the director seems not only to be not funny, but also devoid of any imagination about the effects of many thousands Internet users who have been investing their time in building the brand of a blog portal for many years. The behaviour of the owners has been in line with the policy of social networking sites, which, when forcing their users to act in a desired way by using the label with a simple message that the Internet user "no longer uses this service". It is worth asking why the Onet-RAS Polska Group decided to resign from Blog.pl. The problem with answering the question is that the only source of information is the company's employees, who are responsible for the Public Relations. Therefore, the credibility of their diagnosis can be considered as very ambivalent. The Managing Director Paweł Jurek in response to questions from the Wirtualnemedi.pl editorial team said: "This is the result of the growing role of social media, which - as a centre for community building and the exchange of ideas on the Internet".

For a proper evaluation of the event, it is worth quoting what the Blog.pl website has been for many years. It was launched in 2000 and purchased by the Onet Group in 2007. The Blog.pl enabled its users to create the blogs with the use of CMS and graphic templates from publishers. Each of the blogs operated in the blog.pl domain. What is important, for the quite opinion-forming character of some publications, well-known people, such as politicians, artists and recognized journalists, also ran their blogs there. From 2005 to 2015, Onet Group organized a very popular among Internet users competition called: "Blog of the Year", awarding authors of the best blogs in various thematic categories. What is more, apart from the subjective evaluation of the jury members appointed by the editorial team, the Internet users, through the statistically published number of votes, unequivocally indicated which of the blogs participating in the competition attracted their real popularity. The contest itself had been closed a year before than the decision to close the blog portal was announced and it is difficult to explain this fact by an activity on social networking sites. Accordingly, over the last few years both Blog.pl and Blog.onet.pl have recorded large drops in the number of visitors. The former service in October 2012, 2013 and 2014 had 2.3-2.5 million real users and 23-20 million page views each, while in October last year number of users dropped to only 7.64 million, and in October this year it amounted to 6.57 million. At the same time, the range of the service decreased from about 11% to slightly more than 8%, and the average time spent by the visitor - from 9-10 minutes to 3-4 minutes.² The analysis of the statistics of the Blog.onet.pl portal is much worse. In October 2011, the service had 3.81 million real users and 48.63 million page views, three years later - only 1.96 million users and 17.8 million page views, and in October 2011 - 1.3 million users and 3.23 million page views. The range that this website had has fallen from 20% to about 5%.³

² *Zanikanie blogosfery*. [online]. [2018-04-11]. Available at: <<http://blog.wirtualnemedi.pl/elig/post/zanikanie-blogosfery>>.

³ *Zanikanie blogosfery*. [online]. [2018-04-11]. Available at: <<http://blog.wirtualnemedi.pl/elig/post/zanikanie-blogosfery>>.

2 The Best Will Be Able To Do The Job

It is worth considering what are the reasons in this situation. Undoubtedly, one of them, if not the most important one, is the economic viability of this kind of undertakings. The editors carefully hide this reason, in case of not exposing themselves to their readers and free co-creators. In fact, business is the most important thing and the value for the customer is, and has always been, of secondary importance. The media, including electronic media, are pursuing a predatory policy of benefits, which is confirmed by the proposal to involve the most valuable bloggers in enriching its remaining, preserved content segments. This leads to a significant diversification of the content with a strict focus on the thematic parts of the portal rather than on the multiplicity of blog contents. The specialists from social media agencies, when asked by Wirtualnemedi.pl, share the opinion of the Onet-RASP Group of the website owners who argue for the resignation from Blog.pl. Przemysław Duszczyk, PR manager at Get More Social, points out that currently more and more Internet creators publish on their own websites, marked with their names or using pseudonyms. He justifies his opinion as follows: "A perfect example is Andrzej Tucholski, who at one point decided to rebrand his blog JestKultura.pl and started publishing it under his own brand. As he later described it, it was one of the best business decisions in his professional life".⁴ Perhaps, looking at the commercial aspects of publishing in new media, the presented argumentation has a value of credibility and objectivity. As the experts say, keeping only a blog as a source of popularity is no longer enough. It is also necessary to be active on many social networks such as Facebook, Instagram, Snapchat or Twitter. It is through these, the most besieged, online channels of communication that the recipients most often learn about new entries that are posted on blogs.

Experts believe that the influencing environment has changed a lot in recent years, which is confirmed by Justyna Dzieduszycka-Jędrach, Managing Director of 121 PR. "Social media channels, especially Instagram and YouTube, but also Facebook and Twitter, are more popular among people who want to share their observations and photos than blog.pl platforms, because it is much easier to reach the recipients already present in a given social channel and it is also much easier for the recipients to consume, comment on and share the content. The role of the diaries, whose number was significant on blog.pl, was taken over by everyday Instagram relations, Tweeter or vlogs on YouTube. On the other hand, more opinion-forming bloggers or those who write longer texts build their mature websites on engines such as Wordpress, etc., placing them on dedicated, more professional sounding domains".⁵ Maciej Koński, junior account manager in FaceAddicted, on the other hand, estimates that the Blog.pl formula would not sustain the above-mentioned conditions. He admits that more than ten years ago the portals described were the leading blog platforms. What is more, they brought together many leading influencers in the fact of awarding prestigious *Blogger of the Year* awards strengthened the significance and prestige of the popular project. Koński seems convinced of the effects of social media development's phenomenon, which in his opinion fundamentally changed the rules of the game and the value of Blog.pl, which decreased

⁴ *Efekt rosnącej roli mediów społecznościowych*. [online]. [2018-04-11]. Available at: <<http://internetpr.pl/informacje/378516/onet-zamyka-blog-pl-efekt-rosnacej-rol-mediow-spolecznościowych>>.

⁵ *Onet zamknie serwis w styczniu 2018 roku*. [online]. [2018-04-11]. Available at: <<https://www.tabletowo.pl/2017/12/08/blog-pl-zostanie-zamkniety/>>.

year by year. Recently, in his opinion, there has been only a "farm" of free blogs for SEO, influencers have moved to their servers, Facebook, Instagram, Twitter etc. It is a fact that, looking at the strength of arguments of professionals and owners, the Onet Platform has fulfilled its original mission.

Accordingly, do such free publication platforms make sense? And if they do, what one? According to Michał Chrościcki, an analyst and strategy planner at Mint Media, platforms such as Blog.pl are currently important, but only for beginner bloggers. They do not generate too large ranges on their own. According to Chrościcki, authors of blogs, who reach a wider range and publish regularly, focus on their own Internet domains. In the opinion of the expert, a factor of significant influence is the fact that the activity of bloggers and readers is largely transferred to social media such as Facebook, Instagram or Youtube. Mainly because these services are of great value, allowing for continuous contact and much greater interaction with readers. This observation seems to be of fundamental importance and also, and perhaps most of all, such a phenomenon influenced the decision of the owners of the Onet.pl Group portals. Perhaps, according to Michał Chrościcki, it will also be an opportunity for the current influencers, who have their blog on the platform, to develop and publish under their own brand name more quickly? "The best will surely be able to cope,"⁶ Przemysław Duszczyk predicts. The best certainly will, but decency requires the question: How can the "not the best" manage?

3 Wider Crisis?

Not without significance is a wider analysis of the problem of the slow disappearance of organised, traditional forms of publications in new media, in the context of the development of social networking sites. Citizen journalism, related to the activity of Internet users, has become an arena for serious presentations of their autonomous views. This modern form of journalism has always been distinguished from the traditional journalism by its financial independence and ease of publication. It allowed for immediate, unlimited interactions with the readers. The origins of this modern journalism are related to the universal availability of new media tools. It also involves opposition to the mass media, the practice of which has involved manipulating information. Citizen journalism is often confused with civil journalism, which is carried out exclusively by professional journalists. The latter is based on the fact that, without any obligation to any editorial office, a journalist collects materials and cooperates with a media corporation by submitting his texts to it. On the negative side, citizen journalism is the fact that citizen journalists often duplicate the information presented by mainstream media, giving it a slightly more attractive form. The statement that the citizen journalist community in many cases becomes a source of information in itself, "suffocating in its own sauce", also needs to be reflected upon. M. Szpunar,⁷ referring to the views of Z. Łębski and Z. Wieczorka, describes the blogger's community as a "blogosfera". The quoted authors state that there may be a situation where bloggers function in the hermetic world of their own and their friend's blogs. They evaluate the world solely on the basis of

⁶ *Efekt rosnącej roli mediów społecznościowych*. [online]. [2018-04-11]. Available at: <<http://www.wirtualnemedia.pl/arttykul/blog-pl-koniec-dzialalnosci-grupa-onet-rasp-to-efekt-rosnacej-rol-i-mediow-spolecznosciowych>>.

⁷ SZPUNAR, M.: Dziennikarstwo obywatelskie w dobie Internetu. In GRYSA, K. (ed.): *Rola informatyki w naukach ekonomicznych i społecznych*. Kielce : WSH, 2008, p. 141-154.

information provided by other blogs, without the need to verify the messages posted there. This phenomenon is described by A. Keen as digital narcissism.⁸

The importance of citizen journalism as a spontaneous manifestation of talented people, was confirmed by the interest of higher education institutions and universities in the education in this area. A spectacular example is the University of Macerata, which introduced its first Master's Degree in Civil Journalism in 2008. Professor Gennaro Carotenuto, the author of the book "Giornalismo partecipativo", defined what in his opinion should be common for journalistic blogging:

- the use of free management services in day-to-day work;
- presentation of content in reverse chronology;
- consolidating the internal rules which should be available at the website;
- easy access to links and RSS feeds;
- frequent interaction with users;
- developing an informal style of communication based, however, on reliable sources.⁹

It is worth noting that blogs have become a form of publication with all the characteristics of articles identified with citizen journalism. Poland's largest civic journalism portal: Interia360.pl was launched in July 2007. Social journalists registered on the site could publish informational and journalistic texts free of charge. The best of the authors, which added attractiveness and usability to the portal, have been rewarded with the possibility of publishing their text on the main page of Interia.pl website. Interia was established in 1999 and currently is owned by Bauer Media Polska. The possibility of publishing amateur texts has often been used by academic teachers in their work with journalism students. From the official information published by the Service, the end of its activity took place on the last day of February 2016. Similar like in the case of Onet blogs, users were informed shortly before the closing, at the beginning of January 2016. The service asked the participants to archive the content published on Interia360 on their own. The webportal pointed out that after 1.03.2016 personal data will be archived and then anonymized or deleted, in accordance with the regulations and generally applicable legal regulations - wrote the administration of the website. The editorial team did not propose, unlike the editors of Onet blogs, to remain in cooperation with the best and most talented Internet users.

The same, however was the motive for closure. Owners of the website said: "Interia360 will be closed because we can see that the activity of civil journalists is carried out in social media. We are looking at other solutions for this group of our users. In November last year, Interia360.pl recorded 255 000 real users and 513 900 domestic page views, and all Interia.pl Group websites (excluding Strefa.pl and Investroom.pl) - 14.81 million users and 1.3 billion page views (according to Megapanel PBI/Gemius).¹⁰ One thing is certain, recalling both spectacular cases of limiting the traditional activity of Internet users. They

⁸ WIDERA Z.: Citizen Journalism – The Future Dilemma Megatrends & Media. In *Critique of Media*. Trnava : FMK UCM in Trnava, 2016, p. 202-2013.

⁹ STEFANINI, A.: *Dziennikarstwo obywatelskie we Włoszech*. [online]. [2018-04-11]. Available at: <<http://pl.ejo-online.eu/nowe-media/dziennikarstwo-obywatelskie-we-wloszech>>.

¹⁰ For more information, see: *Interia zamyka serwis dziennikarstwa obywatelskiego*. [online]. [2018-02-10]. Available at: <<http://www.wirtualnemedia.pl/arttykul/interia-zamyka-serwis-dziennikarstwa-obywatelskiego-interia360-pl>>; WIDERA, Z.: Citizen Journalism – The Future Dilemma Megatrends & Media. In *Critique of Media*. Trnava : FMK UCM in Trnava, 2016, p. 202

are linked by a motif - decreasing activity as a result of interest in publishing content on social networking sites. These are the statistics of two main polish blog portals blog.onet.pl and the blog.pl of the number of real users, page views and range of over the last few years.

Table 1: Blog.onet.pl

Blog.onet.pl (badanie Gemius/PBI) WIRTUALNEMEDIA.PL			
	Real users	Page views	Range
October 2011	3 810 014	48 633 740	20,08%
October 2012	2 637 909	21 698 550	13,56%
October 2013	2 250 336	19 892 315	10,64%
October 2014	1 962 754	17 796 132	9,11%
October 2015	1 818 761	10 367 567	7,3%
October 2016	1 375 864	4 021 024	5,28%
October 2017	1 296 921	3 235 017	4,72%

Source: *Koniec dzialalnosci grupa onet rasp to efekt rosnacej roli mediow spolecznosciowych*. [online]. [2018-02-10]. Available at: <<http://www.wirtualnedia.pl/artukul/blog-pl-koniec-dzialalnosci-grupa-onet-rasp-to-efekt-rosnacej-rol-mediow-spolecznosciowych>>.

Table 2: Blog.pl

Blog.pl (badanie Gemius/PBI) WIRTUALNEMEDIA.PL			
	Real users	Page views	Range
October 2011	778 634	3 838 496	4,10%

October 2012	1 726 646	13 169 786	8,88%
October 2013	2 312 386	15 421 634	10,93%
October 2014	2 464 929	20 157 909	11,44%
October 2015	2 325 830	13 813 314	9,44%
October 2016	2 099 909	7 645 205	8,05%
October 2017	2 240 597	6 570 592	8,16%

Source: *Koniec dzialalnosci grupa onet rasp to efekt rosnacej roli mediow spolecznosciowych*. [online]. [2018-02-10]. Available at: <<http://www.wirtualnemedi.pl/artykul/blog-pl-koniec-dzialalnosci-grupa-onet-rasp-to-efekt-rosnacej-roli-mediow-spolecznosciowych>>.

Conclusion

Having analyses the mentioned cases, one may risk a claim that the tools of new media, being the products of innovative technological companies, determine the trends of communication on the Internet. But to what extent do the tools themselves activate Internet users to communicate interactively and engage in continuous dialogue and the increasingly addictive needs of the own presentation? Is the move away from one-sided communication and the will to verify one's thoughts and views immediately not a good enough reason to shift the emphasis from blogs to social networking? If so, the future will be determined by technology and users' dependence on the use of the Internet, the development of which is accompanied by new technological products. All the rest will be purely economic calculation.

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