



**Scientific Research Strategy
of the Postgraduate University Doctoral
Study in
Media and Communication
of University North
for the period 2019–2023**

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The following Scientific Research Strategy of the Postgraduate University Doctoral Study in Media and Communication was created by:

- Associate Professor Anica Hunjet, PhD
- Associate Professor Iva Rosanda Žigo, PhD.

University North

Trg dr. Žarka Dolinara 1

48000 Koprivnica

OIB: 59624928052

Tel: 048/499-923 or 042/493-338

E-mail: tajnistvo.kc@unin.hr or tajnistvo.vz@unin.hr

Internet address: www.unin.hr

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1. INTRODUCTION

University North is a public institution of higher education registered in the court register of the Commercial Court in Bjelovar under the number MBS 060260692, and in the Register of Higher Education Institutions under the registry number 336 kept with the Ministry of Science and Education. It is organized as an integrated structure based on two equal university centres: University Centre Varaždin and University Centre Koprivnica. It was established for the purpose of educating competent staff in the field of technical, biomedical, biotechnical, social and humanistic, and interdisciplinary sciences and arts, while its activities and scientific accomplishments seek to contribute to the advancement of the economy of the north-western region.

University North has adopted and is implementing the document *Scientific Research Strategy for the period 2014-2019* (hereinafter referred to as the Scientific Research Strategy) for the purpose of empowerment and systematic approach to conducting a scientific activity. In addition to its core teaching activities, University North contributes to the development of a culture of knowledge through its comprehensive scientific research and artistic activities.

The University operates in the region of north-western Croatia and is complementary in its mission to the development needs of the region; it possesses highly educated, scientific, artistic and professional staff and a quality structure of various study programmes in the fields of technical sciences, biomedicine and health, biotechnical and social sciences. There are constant investments into the academic advancement of teachers, the number of publications and employees' teaching materials are continuously increasing, and significant financial resources are provided for the further development of practicum and the equipping of new laboratories.

The document *Scientific Research Strategy of the Postgraduate University Doctoral Study in Media and Communication 2019-2023* (hereinafter referred to as the Strategy) draws on the relevant strategic documents of University North as set out below, as well as on the principles of doctoral education according to the EU documents.¹ Furthermore,

¹ Kottmann, A., Weyer, E 2013. *Exploration of the implementation of the Principles for Innovative Doctoral Training in Europe*. Final Report. Brussels: European Commission.

(<https://ris.utwente.nl/ws/portalfiles/portal/5141476/IDT+Final+Report+FINAL.pdf>)

Bogle, D. 2014. *Good Practice Elements in Doctoral Training* (<https://www.leru.org/files/Good-Practice-Elements-in-Doctoral-Training-Full-paper.pdf>)

Other relevant documents in the field of doctoral education have been implemented in the programme of Postgraduate University Doctoral Study in Media and Communication (e.g. *Salzburg II Recommendations*; *European Universities' Achievements Since 2005 in Implementing the Salzburg Principles*; *Quality Assurance in Doctoral Education – results of the ARDE project*; *Principles and Practices for International Doctoral Education*, *Quality Assurance of Doctoral Studies in Croatia: recommendations and examples of good practice*, *Doctoral Studies in Croatia: Position of the Agency for Science and Higher Education based on the results of external evaluation of doctoral study programmes conducted in 2016 and 2017*, *Transferable Skills in Doctoral Education in Croatia: Guidelines for Further Development*, etc.

the Strategy is based on a self-analysis of the current situation (SWOT analysis), and on the identification of modern world trends in the field of media and communication, i.e. in the field of social sciences in the area of information and communication sciences.

It is the responsibility of the Office for Science and Artistic Work of University North to collect data on the achieved general strategic goals once a year, that is, to collect data and analyse the achieved activities and aims within the scientific topics of the doctoral study in Media and Communication.

1.1. LEGAL ACTS

- The Statute of University North - Class: 602-04/18-02/8, File No. 2137-0336-09-18-18 from 7 November 2018, https://www.unin.hr/wp-content/uploads/Statut_izmjene-i-dopune_studeni-2018_pro%C4%8Di%C5%A1%C4%87eni-tekst.pdf
- Code of Ethics of University North - Class: 602-04/14-02/88, File No. 2137-0336-14-01 – entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Eti%C4%8Dki-kodeks-Sveu%C4%8Dili%C5%A1ta-Sjever.pdf>
- Code of Ethics of the Scientific Activities of University North - Class: 602-04/14-02/89, File No. 2137-0336-14-01 – entered into force on 13 June 2014, Changes and Amendments to the Code of Ethics of the Scientific Activities of University North – Class: 602-04/18-02/09, File No. 2137-0336-09-18-45 entered into force on 29 December 2019, [https://www.unin.hr/wp-content/uploads/Eti%C4%8Dki-kodeks-znanstvene-djelatnosti-Sjever.pdf](https://www.unin.hr/wp-content/uploads/Eti%C4%8Dki-kodeks-znanstvene-djelatnosti-Sveu%C4%8Dili%C5%A1ta-Sjever.pdf), https://www.unin.hr/wp-content/uploads/Eti%C4%8Dki-kodeks-znanstvene-djelatnosti-SS_izmjene-i-dopune.pdf
- Regulations on Postgraduate University Studies (Doctoral Studies) at University North – Class: 602-04/18-02/08, File No. 2137-0336-09-18-22 – entered into force on 7 November 2018, https://www.unin.hr/wp-content/uploads/Pravilnik_poslijediplomski-sveu%C4%8Dili%C5%A1ni-studiji_pro%C4%8Di%C5%A1%C4%87eni-tekst_studeni-2018.pdf
- Regulations on Awarding of Published Scientific Papers, Visibility of Scientists, and Accepted Patents of University North Employees – Class: 602-04/19-02/02; File No. 2137-0336-09-19-14 – entered into force on 2 February 2019, https://www.unin.hr/wp-content/uploads/Pravilnik-o-nagra%C4%91ivanju_znanstveni-radovi_vidljivost_patenti.pdf
- Rules of Procedure on the Work of the Senate of University North – Class: 602-04/15-02/10, File No. 2137-0336-15-05-1-2 – entered into force on 10 October 2015, <https://www.unin.hr/wp-content/uploads/Poslovnik-o-radu-Senata-Sveu%C4%8Dili%C5%A1ta-Sjever.pdf>
- Regulations on the Elections to Scientific, Scientific-Teaching, Artistic-Teaching, Teaching and Associate Titles and Corresponding Employment Positions – Class: 602-04/16-02/09, File No. 2137-0336-09-16-14 – entered into force on 30 April 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-izboru-u-znanstvena->

[znanstveno-nastavna-umjetni%C4%8Dko-nastavna-nastavna-i-suradni%C4%8Dka-zvanja-i-odgovaraju%C4%87a-radna-mjesta1.pdf](https://www.unin.hr/wp-content/uploads/Pravilnik-o-postupku-reizbora-osoba-izabranih-na-znanstveno-nastavna-umjetni%C4%8Dko-nastavna-i-nastavna-radna-mjesta.pdf)

- Regulations on the Procedure of Re-election of Persons Elected to Scientific-Teaching, Artistic-Teaching and Teaching Employment Positions – Class -602-04/16-02/07, File No. – 2137-0336-16-09-13 entered into force on 9 March 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-postupku-reizbora-osoba-izabranih-na-znanstveno-nastavna-umjetni%C4%8Dko-nastavna-i-nastavna-radna-mjesta.pdf>
- Regulations on the Procedure of Verifying Specific Knowledge, Skills and Abilities – University Undergraduate Department of Media Design – Class: 602-04/16-02/12, File No. 2137-0336-09-16-16 – entered into force on 6 July 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-provjere-posebnih-znanja-MED.pdf>
- Regulations on the Disciplinary Responsibility of Students - Class: 602-04/13-02/30, File No. 2137-0336-14-01-2 – entered into force on 9 April 2014, Changes and Amendments to the Regulations on the Disciplinary Responsibility of Students – Class: 602-04/17-02/10, File No. 2137-0336-09-17-18 entered into force on 21 November 2017, <https://www.unin.hr/wp-content/uploads/Pravilnik-stegovna-odgovornost-studenata.pdf>, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-izmjena-i-dopunama-Pravilnika-o-stegovnoj-odgovornosti-studenata.pdf>
- Regulations on the Centre for Publishing and Media Studies of University North - Class: 602-04/13-02/27, File No. 2137-0336-14-01-2 – entered into force on 9 April 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-Centra-za-izdava%C4%8Dke-i-medijske-studije.pdf>
- Regulations on the Centre for Digital Publishing - Class: 602-04/16-02/07, File No. 2137-0336-16-09-18 – entered into force on 9 March 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-Centra-za-digitalno-nakladni%C5%A1tvo.pdf>
- Regulations on Publishing Activities - Class: 602-04/18-02/09, File No. 2137-0336-09-18-47 – entered into force on 29 December 2018, https://www.unin.hr/wp-content/uploads/Pravilnik-o-izdava%C4%8Dkoj-djelatnosti_novo_prosinac-2018.pdf
- Regulations on Mobility – Class: 602-04/13-02/28, File No. 2137-0336-14-01-2 – entered into force on 9 April 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-mobilnosti.pdf>
- Regulations on the Organization and Activities of the Quality Assurance System at University North - Class: 602-04/13-02/26, File No. 2137-0336-14-01-2 – entered into force on 9 April 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-ustroju-i-djelovanju-sustava-kvalitete.pdf>
- Regulations on the Work of the Board of the Area of Interdisciplinary Areas of Science - Class: 602-04/17-02/01 File No. 2137-0336-09-17-15 – entered into force on 4 February 2017, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-radu-Vije%C4%87a-podru%C4%8Dja-interdisciplinarno-podru%C4%8Dje-znanosti.pdf>
- Regulations on the Work of the Board of the Area of Social Sciences and Humanities - Class: 602-04/17-02/01, File No. 2137-0336-09-17-14– entered into

- force on 4 February 2017, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-radu-Vije%C4%87a-podru%C4%8Dja-dru%C5%A1tvene-i-humanisti%C4%8Dke-znanosti.pdf>
- Regulations on the Work of the Board of the Area of Natural Sciences, Biomedicine and Health - Class: 602-04/17-02/01, File No. 2137-0336-09-17-18 – entered into force on 4 February 2017, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-radu-Vije%C4%87a-podru%C4%8Dja-prirodne-znanosti-i-biomedicina-i-zdravstvo.pdf>
 - Regulations on the Work of the Board of the Artistic Area – Class: 602-04/17-02/01, File No. 2137-0336-09-17-17 – entered into force on 4 February 2017, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-radu-Vije%C4%87a-umjetni%C4%8Dkog-podru%C4%8Dja.pdf>
 - Regulations on the Work of the Board of the Area of Technical Sciences – Class: 602-04/17-02/01, File No. 2137-0336-09-17-16 – entered into force on 4 February 2017, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-radu-Vije%C4%87a-podru%C4%8Dja-tehni%C4%8Dke-znanosti.pdf>
 - Regulations on Demonstrations – Class: 602-04/14-02/87, File No. 2137-0336-14-01 – entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-demonstraturama.pdf>
 - Regulations on Awarding the Rector's Award – Class: 602-04/15-02/49, File No. 2137-0336-15-05-2 - entered into force on 18 December 2015, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-dodjeli-Rektorove-nagrade.pdf>
 - Regulations on Financial Business - Class: 602-04/15-02/46, File No. 2137-0336-15-05-2 - entered into force on 18 December 2015, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-financijskom-poslovanju.pdf>
 - Regulations on Funding the Student Union, Student Programmes, Project and Other Student Activities, and Managing the Funds of the Student Union - Class: 602-04/16-02/07, File No. 2137-0336-16-09-11 - entered into force on 9 March 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-financiranju-studentskog-zbora-te-programa-studentskih-udruga-i-drugih-studentskih-organizacija.pdf>
 - Regulations on the Selection and Evaluation of Scientific Projects - Class: 602-04/14-02/90, File No. 2137-0336-14-01 – entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-izboru-i-vrednovanju-znanstvenih-projekata.pdf>
 - Regulations on the Use of Sabbatical Leave for the Purposes of Specialization - Class: 602-04/14-02/85, File No. 2137-0336-14-01 – entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-kori%C5%A1tenju-slobodne-studijske-godine-i-dopusta-radi-usavr%C5%A1avanja.pdf>
 - Regulations on Rewarding the Teacher Excellence - Class: 602-04/14-02/84, File No. 2137-0336-14-01 – entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-nagra%C4%91ivanju-izvrsnosti-nastavnika.pdf>
 - Regulations on the Assessment of Assistants, Postdoctoral Scholars and Supervisors - Class: 602-04/14-02/96, File No. 2137-0336-14-01 – entered into force

- on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-ocjenjivanju-rada-asistenata-poslijedoktoranada-i-supervisorata.pdf>
- Regulations on the Establishment of a Centre as an Organizational Unit - Class: 602-04/14-02/97, File No. 2137-0336-14-01 – entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-osnivanju-centra-kao-ustrojstvene-jedinice.pdf>
 - Regulations on the Business and Professional Secret - Class: 602-04/14-02/92, File No. 2137-0336-14-01 – entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-poslovnoj-i-profesionalnoj-tajni.pdf>
 - Regulations on the Procedure of Student Evaluation of the Teaching Activities and Courses - Class: 602-04/14-02/94, File No. 2137-0336-14-01 – entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-postupku-studentskog-vrednovanja-nastavnog-rada-i-kolegija.pdf>
 - Regulations on the Work with Volunteers - Class: 602-04/14-02/82, File No. 2137-0336-14-01 – entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-radu-s-volonterima.pdf>
 - Regulations on the Work of University Library - Class: 602-04/14-02/81, File No. 2137-0336-14-01 – entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-radu-sveu%C4%8Dili%C5%A1ne-knji%C5%BEnice.pdf>
 - Changes and Amendments to the Regulations of the Content and Form of Diplomas, Diploma Supplements, Confirmations and Certificates - Class: 602-04/15-02/4, File No. 2137-0336-15-01 – entered into force on 13 March 2015, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-sadr%C5%BEaju-i-obliku-diploma-dopunskih-isprava-o-studiju-potvrda-i-uvjerenja.pdf>
 - Regulations on the Disciplinary and Material Responsibility of Employees - Class: 602-04/16-02/07, File No. 2137-0336-16-09-22 – entered into force on 9 March 2016, <https://www.unin.hr/wp-content/uploads/Izmjene-i-dopune-pravilnika-o-sadr%C5%BEaju-i-obliku-diploma-dopunskih-isprava-o-studiju-potvrda-i-uvjerenja.pdf>
 - Regulations on Studying - Class: 602-04/16-02/07, File No. 2137-0336-16-09-20 – entered into force on 9 March 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-studiranju.pdf>
 - The Statute of the Student Union of University North – from 29 March 2016, <https://www.unin.hr/wp-content/uploads/Statut-studentskog-zbora-Sveu%C4%8Dili%C5%A1ta-Sjever.pdf>
 - Regulations on the Protection of Archives and Records - Class: 602-04/14-02/93 File No. 2137-0336-14-01 – entered into force on 13 June 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-za%C5%A1titi-arhivskog-i-registrarnog-gradiva.pdf>
 - Regulations on the Occupational Safety - Class: 602-04/15-02/9, File No. 2137-0336-15-05-1-2 – entered into force on 10 October 2015, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-za%C5%A1titi-na-radu.pdf>

- Work Regulations - Class: 602-04/15-02/8, File No. 2137-0336-15-05-1-2 – entered into force on 10 October 2015, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-radu.pdf>
- Regulations on the Appearance of University North - Class: 602-04/14-02/103, File No. 2137-0336-14-01 – entered into force on 26 July 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-izgladu-izdanja-Sveu%C4%8Dili%C5%A1ta-Sjever.pdf>
- Regulations on the Organization and Systematization of Employment at University North – Class: 602-04/16-02/09, File No. 2137-0336-09-16-16 – entered into force on 30 April 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-ustroju-i-sistematizaciji-radnih-mjesta-Sveu%C4%8Dili%C5%A1ta-Sjever-pro%C4%8Di%C5%A1%C4%87eni-tekst.pdf>
- Rules of Procedure of the Work of the Professional Boards of Departments at University North - Class: 602-04/15-02/94, File No. 2186-0336-15-05-01-3 – entered into force on 24 July 2015, <https://www.unin.hr/wp-content/uploads/Poslovnik-o-radu-Stru%C4%8Dnih-vije%C4%87a-Odjela.pdf>
- Regulations on the Use of Technical Equipment (computers and AV equipment) at University North, University Centre - Class: 011-01/14-01/1, File No. 2137-0336-14-02 – entered into force on 20 December 2014, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-kori%C5%A1tenju-tehni%C4%8Dke-opreme-ra%C4%8Dunalne-i-AV-opreme-na-Sveu%C4%8Dili%C5%A1tu-Sjever-u-Sveu%C4%8Dili%C5%A1nom-centru-Koprivnica.pdf>
- Regulations on the Procedure of Evaluation of Study Programmes of University North – Class: 602-04/16-02/12, File No. 2137-0336-09-16-24 passed on 6 July 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-vrednovanju-studijskih-programa-izmjene-srpanj-2016.pdf>
- Regulations on Awarding the Honorary Title of Professor Emeritus – Class: 602-04/15-02/48, File No. 2137-0336-15-05-2 entered into force on 25 December 2015, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-dodjeli-po%C4%8Dasnog-zvanja-professor-emeritus.pdf>
- Regulations on the Conditions of Using Company Cars, Landline and Mobile Phones, IT and Other Equipment, Business and Credit Cards, Means of Representation and Ways of Approving Business Trips – Class: 602-04/15-02/47, File No. 2137-0336-15-05-1 entered into force on 17 March 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-uvjetima-kori%C5%A1tenja-slu%C5%BEbenih-vozila-fiksnih-i-mobilnih-telefona-informati%C4%8Dke-i-ostale-opreme-poslovnih-kreditnih-kartica-sredstava-reprezentacije-te-na%C4%8Dinu-odobravanja-slu%C5%BEbe.pdf>
- Regulations on the Records of Student Organizations - Class: 602-04/16-02/07, File No. 2137-0336-16-09-9 entered into force on 9 March 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-evidenciji-studentskih-organizacija.pdf>

- Regulations on Office Activities – Class: 602-04/16-02/07, File No. 2137-0336-16-09-16 entered into force on 9 March 2016, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-uredskom-poslovanju.pdf>
- Regulations on the Academic Recognition of Foreign Higher Education Qualifications and Periods of Study – Class: 602-04/17-02/02, File No. 2137-0336-09-17-29 entered into force on 28 March 2017, <https://www.unin.hr/wp-content/uploads/Pravilnik-o-akademskom-priznavanju-inozemnih-visoko%C5%A1kolskih-kvalifikacija-i-razdoblja-studija.pdf>
- Regulations on Conducting the Procedure of Simple Procurement – Class: 602-04/18-02/09, File No. 2137-0336-09-18-22 entered into force on 20 December 2018 - <https://www.unin.hr/wp-content/uploads/PRAVILNIK-O-PROVEDBI-POSTUPKA-JEDNOSTAVNE-NABAVE.pdf>
- Regulations on the Use of Video Surveillance System – Class: 602-04/18-02/06, File No. 2137-0336-09-18-73 – entered into force on 28 August 2018 - <https://www.unin.hr/wp-content/uploads/PRAVILNIK-o-kori%C5%A1tenju-sustava-video-nadzora.pdf>
- Regulations on Internal Audit – Class: 602-04/18-02/06, File No. 2137-0336-09-18-74 – entered into force on 28 August 2018 - https://www.unin.hr/wp-content/uploads/Pravilnik-o-unutarnjoj-reviziji_SS.pdf
- Regulations on the Personal Data Protection at University North – Class: 602-04/18-02/06, File No. 2137-0336-09-18-71 – entered into force on 28 August 2018 - <https://www.unin.hr/wp-content/uploads/PRAVILNIK-o-za%C5%A1titi-osobnih-podataka-na-SS.pdf>

2. ON THE STRATEGIC PROGRAMME OF SCIENTIFIC RESEARCH

The primary mission of University North is to educate high-quality, internationally recognized and socially responsible researchers for the needs of science and Croatian society as a whole, and especially the northern region of Croatia in the field of technical, biomedical, biotechnical, social and humanistic sciences and interdisciplinary sciences and arts. The aforementioned stems from the scientific vision of the University according to which this institution is placed at the leading position of recognizable quality in the scientific-research, artistic, professional and socially responsible activities and higher education university training of personnel from the above mentioned fields of science and art.

In its primary activity, higher education, University North is currently established as a dominant technical, social and biomedical higher education institution and thus significantly contributes to the development of regional business entities. The institution educates professions that are high in demand and it is the only higher education institution in an area with more than 500,000 inhabitants by both the variety of study programmes and their number.

By publishing and disseminating the results of scientific work at our institution to the national and international public, we promote the importance of our scientific disciplines

in an effort to influence the development of society through the outcomes of scientific research.

The education process is carried out in accordance with the Bologna system of higher education, mobility of students and teachers among related higher education institutions is encouraged, and there are constant investments in the development of laboratories and practicums for the needs of scientific and professional work. Also, students are encouraged to cooperate with their teachers as supervisors and supervisors from business entities and to transfer knowledge through publishing activities and collaboration with the economy. The scientific mission of University North is in line with the general mission of the institution, whose priority is to educate the competent scientific and professional personnel capable to meet the demands of modern trends in the economy, science and society in general. Furthermore, the mission of University North is to organize and conduct scientific research, develop knowledge and transfer technology to the economy and society in general.

Scientific Research Strategy of University North emphasizes the importance of proactive maintenance of the acquired values as well as the development of new innovative and creative ones, and it also highlights the need to build and preserve one's own recognition in the academic and social community. The slogan of such a scientific strategic orientation is *innovative, creative and recognizable*. Accordingly, University North nurtures the principles of quality in scientific-research and scientific-teaching work as well as the principles of ethics, creativity, transparency, it insists on collaboration with other international and national higher education institutions and research institutions and it promotes good academic and interpersonal relations above all.

The Postgraduate University Doctoral Study in Media and Communication is created in response to immediate incentive priorities set by the Scientific Research Strategy of University North, and it emphasizes, among other things, the rational organization of recognizable postgraduate specialist and doctoral studies and/or schools.

The doctoral programme Media and Communication is oriented towards educating researchers in such a way that they meet the demands of the labour market and contribute to the creation of new and relevant knowledge/insights that they will be able to apply in their professional everyday life. The study programme seeks to approach the modern doctoral training format, which involves a structured mechanism oriented towards the formation of research groups, with two phases running in parallel; the teaching phase and the research phase. Therefore, this doctoral study focuses on scientific activity in the field of information and communication sciences (it specifically covers the following branches within this scientific field: information systems and informatology, communication science, public relations, mass media, journalism) with a prominent interdisciplinary component which expands to technical and humanistic sciences, i.e. to the artistic area.

Considering the mentioned interdisciplinarity, the doctoral programme Media and Communication has a strong potential so, in this initial phase of study, it is necessary to

establish, or maintain the quality system at a respectable level. Equally, the potential of this programme needs to be strengthened and directed, especially towards achieving greater foreign recognition. The Postgraduate University Doctoral Programme in Media and Communication will be continually reformed in accordance with the principles of research excellence, quality assurance and connection to the industry and labour market.

By developing the quality of scientific-research work we want to be a recognizable institution thanks to the adequate doctoral education, our scientists, projects and publications.

2.1. SWOT ANALYSIS

In accordance with the fundamental Scientific Research Strategy of University North, we present below an analysis of the scientific potential of scientific organization and its position in the scientific and business environment (SWOT). SWOT analysis includes strengths and weaknesses, opportunities and threats in the path of science development at University North with an emphasis on the future development of the Postgraduate University Doctoral Study in Media and Communication.

More detailed explanations:

Strengths:

- equipped space for scientific-research work
- available laboratory and field equipment
- adequate human resources
- productivity of scientists, the number of papers published in journals indexed in Scopus and Web of Science databases
- high interest of potential candidates in enrolling into the doctoral study
- influence on the work and development of particular professions
- managing a part of their own financial means
- announcing tenders for grants for scientific research on year level
- announcing tenders for grants for scientific research for supervisors and advisors at the doctoral study Media and Communication
- involving doctoral candidates in scientific-research activities at the University and financing of scientific research of doctoral candidates
- the potential for interdisciplinary research in social-humanistic and technical fields of science and in the artistic fields
- a functionally equipped library and availability of relevant bases necessary for conducting research
- institutional support for increasing visibility (open access repository, Dabar)
- various forms of international collaboration
- providing own research profile of professionals who have the potential to influence the development of economy, society and culture

- holding mentoring workshops at the University level
- holding transferable skills workshops
- transfer of knowledge, skills and experience to neighbouring countries
- a developed system of awarding supervisors
- the number of international scientific conferences organized and/or co-organized by University North
- organization of a doctoral conference on an annual basis and the publication of proceedings
- connections with the economy (Cooperation Agreement with the Croatian Chamber of Commerce).

Weaknesses:

- insufficient number of approved scientific projects
- the number of doctoral candidates studying part-time is greater than the number of those studying full-time
- the absence of own journal in the field of information and communication sciences
- insufficient involvement of international professors and professionals in implementing the teaching process at the doctoral study.

Opportunities:

- increase in number of scientific-research projects
- greater scientific-research collaboration at a national and international level
- concretization of domestic and international cooperation agreements
- developing platforms for launching knowledge and scientific achievements
- the speed of information technology development and social relevance of information problems
- a focus on transferable skills in accordance with the nature of information and communication field of science
- further encouraging of interdisciplinarity
- launching commercially interesting specialist doctoral studies (e.g. specialist programmes in the field of multimedia and gamification, specialist programmes in the field of advertising and marketing methods/tools on social networks, etc.)
- active involvement in international projects and strengthening of international cooperation
- introducing joint supervision, i.e. engaging internationally recognized professors from the information and communication field of science in the supervision processes.

Threats:

- limited funding for higher education and science and insufficient budgetary funding
- financing of studies by the students themselves
- limited employment possibilities for doctors of science

- insufficiently developed awareness of the significance and role of the information and communication field of science in the social and cultural context.

3. STRATEGIC GOALS OF SCIENTIFIC RESEARCH

Strategic goals of scientific research of the Postgraduate University Doctoral Study in Media and Communication have been defined at the level of:

1. General strategic goals
2. Scientific topics at the doctoral study.

3.1. GENERAL STRATEGIC GOALS

- **Strategic goal 1: RESEARCH EXCELLENCE AND ASSURANCE OF INTERDISCIPLINARITY**

<i>Activity</i>	<i>Indicator</i>
<ul style="list-style-type: none"> • <i>strengthening of scientific and research capacities of students, assistants, young supervisors and teachers</i> 	<ul style="list-style-type: none"> • the number of doctoral candidates, new supervisors and teachers participating in transferable skills workshops/courses
<ul style="list-style-type: none"> • <i>increasing the number of papers in prestigious, internationally recognized publications</i> 	<ul style="list-style-type: none"> • annual report with scientometric indicators
<ul style="list-style-type: none"> • <i>active participation of doctoral candidates in the scientific-research process</i> 	<ul style="list-style-type: none"> • number of applications for scientific research grants for PhD candidates at the doctoral study in Media and Communication and the number of papers published with the PhD candidates in prestigious publications
<ul style="list-style-type: none"> • <i>encouraging active participation of doctoral candidates in domestic and international scientific conferences</i> 	<ul style="list-style-type: none"> • the number of conferences attended by doctoral candidates
<ul style="list-style-type: none"> • <i>increasing the number of international scientific projects</i> 	<ul style="list-style-type: none"> • the number of accepted international scientific projects
<ul style="list-style-type: none"> • <i>organization of international scientific conferences, independently and/or in cooperation with other scientific institutions and involving doctoral candidates as participants</i> 	<ul style="list-style-type: none"> • the number of international scientific conferences and the number of doctoral candidates who participated in the conferences

<ul style="list-style-type: none"> • <i>monitoring the comparability with related international doctoral programmes on an annual basis</i> • <i>continuous reduction of classical teaching and increase of research forms of teaching and workshops for acquiring research competences</i> • <i>interdisciplinarity of doctoral dissertation topics within the field of information and communication sciences, social sciences and humanities field and other scientific fields</i> • <i>encouraging attending courses from other graduate and/or postgraduate studies in order to gain additional knowledge from other disciplines/fields</i> • <i>launching a quality publication in the information and communication field of science with an international editorial and the opportunities of publishing in Open Access</i> • <i>encouraging the scientific-research collaboration within University North.</i> 	<ul style="list-style-type: none"> • a report on the content analysis of comparable doctoral programmes and their research groups • increase in the number of research seminars and other activities within the scientific colloquium compared to classical teaching • analysis of the composition of committees for doctoral topic defence • the number of courses taken from other studies that can be recognized through additional ECTS credits • a launched publication and the number of papers/articles in Open Access • the number of submitted projects.
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• **Strategic goal 2: QUALITY ASSURANCE**

<i>Activity</i>	<i>Indicator</i>
<ul style="list-style-type: none"> • <i>the making, modifying and continuous updating of documentation on the course of the doctoral study, supervision system, student rights, research integrity, etc.</i> 	<ul style="list-style-type: none"> • establishment of the Internal Quality Assurance Commission at the doctoral study and the development of rules that regulate the Commission's obligations
<ul style="list-style-type: none"> • <i>continuous monitoring of the progress of doctoral students by introducing prescribed forms and annual reports</i> 	<ul style="list-style-type: none"> • established methods of continuous monitoring of student progress at an annual basis
<ul style="list-style-type: none"> • <i>raising the quality of supervision in doctoral studies by organizing lectures</i> 	<ul style="list-style-type: none"> • the number of workshops attended by supervisors and

and involving potential supervisors in mentoring workshops at home and abroad, and by holding regular thematic sessions dedicated to supervision activities

- *regular monitoring of scientific and teaching activities of doctoral candidates, recording interests in relation to required competences, conducting annual surveys*
- *regular monitoring of scientific activities and plans of the teachers*

potential supervisors, and the number and success of held thematic sessions

- creating a database with a personal development plan of doctoral candidates; conducting annual surveys on satisfaction and possible problems of doctoral candidates
- creating a database with an annual plan of teacher research

• **Strategic goal 3: INTERNATIONAL COOPERATION**

<i>Activity</i>	<i>Indicator</i>
• <i>continuous development of international cooperation with related institutions</i>	• the number of projects, the number of co-authored papers, the number of international symposiums
• <i>involving doctoral candidates in various forms of international cooperation</i>	• the number of doctoral candidates that participated in international projects and co-authored papers
• <i>organization and participation of doctoral study teachers at international doctoral studies, conferences, summer school and/or round tables</i>	• the number of teachers involved in the activities
• <i>increasing activity in international institutions and editorial boards of international scientific journals</i>	• the number of completed activities
• <i>organizing lectures by renowned international scientists within the doctoral study.</i>	• the number of held lectures.

• **Strategic goal 4: TEACHING TRANSFERABLE SKILLS AND COOPERATION WITH ECONOMY**

<i>Activity</i>	<i>Indicator</i>
• <i>keeping records on educational needs of enrolled doctoral candidates based on the</i>	• created database with a personal development plan of the doctoral candidates

personal development plan of doctoral candidates

- *increase in the number of workshops and other teaching activities oriented towards teaching transferable skills*
- *involving associates from the business sector in organizing and holding workshops*
- *evaluation of the success of teaching*
- *the increase in number of ECTS credits gained through informal forms of on-the-job education*
- *involving industry and labour market representatives in scientific projects*
- *promotion of doctoral study among graduate students and employees of public, commercial and other scientific institutions who may be interested in enrolling the studies in order to attract as many high-quality doctoral candidates as possible.*

- the number of held workshops and other activities, the number of participants
- the number of involved associates from the business sector
- a base of conducted and processed surveys after lectures and by semesters
- recorded number of ECTS credits recognized in accordance with participation in informal forms of education
- the number of companies and labour market representatives involved in scientific projects
- a record of promotional activities.

• **Strategic goal 5: ATTRACTIVE INSTITUTIONAL ATMOSPHERE**

<i>Activity</i>	<i>Indicator</i>
• <i>creating and updating regulations that govern the rights and obligations of doctoral students</i>	• evaluation of surveys on an annual basis
• <i>conducting e-courses at the level of the whole study (Merlin)</i>	• a list of open courses at the Merlin e-learning system, a list of doctoral candidates and teachers using the system
• <i>creating an AAI@EduHr electronic identity for all doctoral candidates upon enrolment</i>	• a list of doctoral candidates

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| <ul style="list-style-type: none"> • <i>introducing the possibility to record classes by using a webinar system</i> • <i>providing access to scientific literature according to the stated needs of doctoral candidates</i> • <i>providing workspace to doctoral candidates for the purposes of informal meetings or group work.</i> | <ul style="list-style-type: none"> • records of held lectures and the list of listeners • the list of acquired literature according to the stated needs of doctoral candidates • defining workplaces and classrooms that are made available to doctoral students. |
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3.2. SCIENTIFIC TOPICS RESEARCHED IN THE DOCTORAL STUDY

Scientific Research Strategy of the doctoral study defines the basic areas of scientific research, i.e. scientific topics that are researched or will be researched by teachers and associates of the doctoral study Media and Communication. The process of research also involves the students of the doctoral study Media and Communication, while the topics are selected and included in the scientific research strategy in accordance with their relevance, their synchrony with modern trends in the information and communication field of science, and in accordance with international recognition. They are the basis for developing international cooperation and its further expansion, as well as for creating good foundations for future joint supervision.

Hence, in the context of the Postgraduate University Doctoral Study in Media and Communication, there are nine (9) basic scientific-research areas, which follow the logic of the study programme based on the emphasized interdisciplinarity, therefore the basic information and communication sciences are upgraded with topics from technical sciences and humanities, as well as the art.

The list of scientific-research areas and topics:

Topic no. 1

The name of the area: Digital Intelligence: Epistemological Perspectives and Information Practices

The list of topics:

- Epistemological perspectives on digital intelligence in a collaborative media environment
- Research into digital, cognitive, meta-cognitive, and social and emotional competences
- The role of digital intelligence in information and communication, and media ecologies
- Conceptual determinants of information integration strategies of digital communications

- The heuristics of evaluating digital literacy and transmedia narration
- Paradigms of homo-digital transformations
- Communication aspects in the service of digital (self)confirmation
- New information practices: digital footprints and digital identity
- New models of information digital authority: singular vs. network model
- Information practices and digital perspectives in various social contexts: media, communication, science, education, work environment, everyday life
- Comparative analysis of educational practices in the field of digital intelligence development
- Methodological approaches to the development of scientific methods for digital intelligence research
- Ethical aspects of acting in a digital environment: credibility and trust
- Digital plagiarism: digital research data vs. scientific perspective.

Topic no. 2

The name of the area: Visualisation of Information

The list of topics:

- Media design and branding
- Responsive design and photography
- Gamification in education and business
- New media channels and social networks
- Criteria for evaluating visual communications
- Visual identity and typography – new trends
- Determination of visual information criteria with respect to different areas
- New approaches to the presentation and visualisation of information
- Creating presentation tools in a multimedia environment
- New possibilities of information transfer depending on the selected parameters
- Using psychophysical effects when presenting information.

Topic no. 3

The name of the area: Mimesis, Cognition, Communication

The list of topics:

- Mimesis and contemporary cultural trends
- Mimesis, duality, rhetoric
- Teaming of a man's physical and mental predispositions in the function of developing symbolic communication
- Imitation as a principle of communication
- Mimesis, mimetic craving, violence
- Mimesis, cognition, subject
- Communication aspects of mimesis in the service of social self(confirmation)
- Mirroring vs. simulation: a representative function of simulation
- Mimesis and morality

- The role of social media in shaping behaviour
- Self-representation: the radical mimesis of modern media
- Mimetic theory and gender
- Political implications of mimetic theory
- Semiotic and mimetic aspects of communication

Topic no. 4

The name of the area: Interpersonal Communication and Interpersonal Relations

The list of topics:

- Communication perception
- Interpersonal persuasion
- Persuasive techniques
- Manipulation with messages
- *Soft skill* techniques
- Presentation techniques and understanding of messages.

Topic no. 5

The name of the area: Illegal Migration and Populism in Public Space

The list of topics:

- Populist communication practices
- Impact of illegal migration on populist rhetoric – xenophobia and the fear of others and loss of identity as key motives
- Further development and application of an analytical matrix to describe populist rhetoric - (elements: referring to the people, identifying with the people, referring to political elites, identifying with political elites, the presence of 'the dangerous Others', and using 'empty phrases')
- Populist rhetoric of the leaders on illegal migration – similarities and differences between the 'Old' and 'New' Europe
- Impact of illegal migration on the changes in political relations in particular countries of Europe and at the level of European Union.

Topic no. 6

The name of the area: Media Transformation and the Transformative Effects of Communication

The list of topics:

- Transfer of conventional media to digital technology
- Transmedia literacy
- Interfaces of human-computer communication
- Transformative effects of digital space
- Technological media interactivity
- Media in a community
- Media and social inclusion
- Empowering vulnerable groups with communication tools
- Communication and rehabilitation

- Speech codes in a transmedia environment
- Speech codes in the digital space
- Changes in media audience.

Topic no. 7

The name of the area: Intercultural Media Communication

The list of topics:

- Inter-literary criticism and critical reception of literature, theatre, film, the visual arts and music
- Mass media and culture
- Media convergence
- Redefining the concept of contact in contemporary, global media
- Transcultural communication
- Intercultural (interdisciplinary) communication and literature
- Intercultural communication function in society and the mass media.

Topic no. 8

The name of the area: Corporate Communications Control Market

The list of topics:

- Corporate control market – external and internal communication
- Corporate control market in the context of crisis communication
- Forms of communication, means and techniques of communication
- PR experts for communication in the corporate control market
- The impact of business culture on communication in the corporate control market
- Communication in the conditions of cross-border acquisitions of companies
- Differences in the competences of PR experts in different corporate control markets
- Communication skills of corporate manage, the target of a takeover
- Defensive communication strategies of a company, the target of a takeover
- Communication strategies of the acquiring company during the process of acquisition
- The role of social media in the corporate control market
- Communication role and the importance of regulators in the corporate control market.

Topic no. 9

The name of the area: Organization and Management of Corporate Information Security in the Media

The list of topics:

- Expanding and deepening of security content and areas of security studies: conceptual, substantial and notional differentiation of corporate and information security
- Corporate security as a (sub)discipline of security studies

- Information security as a (sub)discipline of security studies
- The application of corporate and information security: *country study (case study)* – the Republic of Croatia empirical research
- Public-private partnership in the field of corporate-information security
- Comparative studies: Republic of Croatia and regional environment; the Republic of Croatia and EU
- Intellectual property and information security
- Specific features of corporate-information security in the media
- Relationship between regulations and ethics of the media in the field of information security.

3.2. PLAN OF SCIENTIFIC RESEARCH WITH THE LIST OF TOPICS, AIMS, ACTIVITIES, MEMBERS OF RESEARCH GROUPS, PLANNED ACTIVITIES AND PERFORMANCE INDICATORS FOR EACH INDIVIDUAL AREA

Below is a detailed plan of research, topics, members of research groups, planned activities and performance indicators for each individual area of research over a five-year period.

NAME OF THE AREA	DIGITAL INTELLIGENCE: EPISTEMOLOGICAL PERSPECTIVES AND INFORMATION PRACTICES
LIST OF TOPICS	<ul style="list-style-type: none"> • Epistemological perspectives on digital intelligence in a collaborative media environment • Research into digital, cognitive, meta-cognitive, and social and emotional competences • The role of digital intelligence in information and communication, and media ecologies • Conceptual determinants of information integration strategies of digital communications • The heuristics of evaluating digital literacy and transmedia narration • Paradigms of homo-digital transformations • Communication aspects in the service of digital (self)confirmation • New information practices: digital footprints and digital identity • New models of information digital authority: singular vs. network model • Information practices and digital perspectives in various social contexts: media, communication, science, education, work environment, everyday life

	<ul style="list-style-type: none"> • Comparative analysis of educational practices in the field of digital intelligence development • Methodological approaches to the development of scientific methods for digital intelligence research • Ethical aspects of acting in a digital environment: credibility and trust • Digital plagiarism: digital research data vs. scientific perspective. 				
AIMS	<p>The primary aim of the area is to research the social, communicative and cognitive aspects of digital intelligence by using the original procedures necessary to develop new scientific methods of epistemological perspectives on digital intelligence. Furthermore, the aim is to research the role and importance of digital intelligence in information and communication and media ecologies. In addition, new information practices in various social contexts will be researched in order to analyse the domains of digital intelligence in the field of homo-digital transformations.</p> <p>The special focus of this area of interest shall be put on new research methods and modern digital tools that can be applied in the analysis of information practices, the main objective of which is to design a model of the theoretical paradigm of digital intelligence and to create an innovative methodological approach to scientific research in the field of media and communication.</p>				
RESEARCH GROUP	<p>Ljerka Luić, PhD (University North), Marin Milković, PhD (University North), Darijo Čerepinko, PhD (University North), Pero Lučin, PhD (Faculty of Medicine of the University of Rijeka), Jadranka Lasić-Lazić, PhD (Faculty of Humanities and Social Sciences of the University of Zagreb), Darja Maslić Seršić, PhD (Faculty of Humanities and Social Sciences of the University of Zagreb), Mario Cifrek, PhD (Faculty of Electrical Engineering and Computing of the University of Zagreb), Jelena Škoda (doctoral candidate, University North), Zorica Topić Omaljev (doctoral candidate, University North), Petra Zečević (doctoral candidate, University North)</p> <p>Foreign associates: Vanja Duric, PhD (Des Moines University, Iowa, USA); Željko Agić, PhD (IT University of Copenhagen), Miroslav Bojović, PhD (University of Belgrade), Gregory T. Papanikos, PhD (Athens Institute for Education and Research)</p>				
	<table border="0"> <tr> <td data-bbox="533 1798 1007 1989">Planned activities</td> <td data-bbox="1023 1798 1382 1989">Performance indicators</td> </tr> <tr> <td data-bbox="533 1798 1007 1989">- explore and determine a theoretical frame for the study of digital intelligence in the context of media and communication and relevant information practices</td> <td data-bbox="1023 1798 1382 1989">- a completed analysis of scientific publications relevant for the study and research of digital intelligence as well as the</td> </tr> </table>	Planned activities	Performance indicators	- explore and determine a theoretical frame for the study of digital intelligence in the context of media and communication and relevant information practices	- a completed analysis of scientific publications relevant for the study and research of digital intelligence as well as the
Planned activities	Performance indicators				
- explore and determine a theoretical frame for the study of digital intelligence in the context of media and communication and relevant information practices	- a completed analysis of scientific publications relevant for the study and research of digital intelligence as well as the				

	<ul style="list-style-type: none"> - explore the types of discourses that determine digital intelligence in relation to participant share in a collaborative media environment - application for a grant to support the scientific research at University North - applying to tenders of the Agency for Mobility and EU Programmes (science/Erasmus+) - explore the paradigms of contemporary homo-digital transformations by studying the communication aspects related to digital (self)confirmation - research methods for developing new models of information digital authority and information practices - applying to Croatian Science Foundation tender: Research Project and Establishing Research Projects - applying to Croatian Science Foundation tender: Career Development Project for Young Researchers - explore information practices and digital perspectives in selected social contexts in the field of communication, media, education and science - analyse domains of studying digital intelligence within the framework of the research so far, which includes 3 levels, 8 areas and 24 competences composed of 	<ul style="list-style-type: none"> collected results of previous research - an established methodological frame for conducting research of epistemological perspective in a collaborative media environment - results shown in a published paper - approved grant for research group, doctoral candidates, supervisors - completed one outgoing and one ingoing cooperation and participation in one EU project - an elaborated model of research approach and methodological approach to digital intelligence research in information-communication-media ecologies - elaborated methods of new models and practices - presented research results, model and methods at an international conference - defended doctoral dissertation topics of all doctoral candidates who are members of the research group - one approved Croatian Science Foundation research project, establishing project and/or career development project - a conducted research using new scientific methodology, new
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	<p>knowledge, skills, attitudes and values, by applying modern digital tools and new scientific methods and models</p> <ul style="list-style-type: none"> - explore the multimodal aspects of digital intelligence development of children/adults in physical and virtual environments - explore the heuristics of evaluation of trans-media narration and digital literacy in the context of the heuristic evaluation of digital intelligence - research new information practices: digital footprints and digital identity in a collaborative media environment - explore the models of information digital authority, singular vs. network model, viewed through the prism of digital rights application, protection and security in information practices of the modern digital era - explore perspectives of ethical aspects of acting in a digital environment, analyse them critically in the context of digital plagiarism in science - analyse digital possibilities to evaluate ethical aspects of acting in a digital scientific perspective - promote outcomes abroad. 	<p>methods and models created within this area</p> <ul style="list-style-type: none"> - a conducted international scientific research on the development of digital intelligence - a completed comparative analysis of research results of different educational practices in the field of the development of digital intelligence of children/adults in different countries - presented research results at two international scientific conferences, one in Croatia and one abroad, papers published in the proceedings - statistical analysis of the research - a defended doctoral dissertation - a published paper in the field of a doctoral dissertation topic in co-authorship with a doctoral candidate - established new scientific methodology and new scientific methods for the research of theoretical paradigm of digital intelligence (h-index > 2, number of citation > 10) - held guest lectures on related foreign doctoral studies (> 2) - held invited lectures (> 1)
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	-a published university textbook.
ACTIVITY PERFORMANCE INDICATORS	Approved grants for scientific research at University North, completed international mobility/research, approved Research Project of the Croatian Science Foundation, approved Career Development Project for Young Researchers, participation at 5 international scientific conferences, 2 published papers in indexed databases, 3 defended doctoral dissertations, 2 held guest lectures and 1 invited lecture abroad, published university textbook.

NAME OF THE VISUALISATION OF INFORMATION AREA

LIST OF TOPICS	<ul style="list-style-type: none"> • Media design and branding • Responsive design and photography • Gamification in education and business • New media channels and social networks • Criteria for evaluating visual communications • Visual identity and typography – new trends • Determination of visual information criteria with respect to different areas • New approaches to the presentation and visualisation of information • Creating presentation tools in a multimedia environment • New possibilities of information transfer depending on the selected parameters • Using psychophysical effects when presenting information.
AIMS	<p>The aim is to explore interrelationships of the areas related to information visualisation and to determine to what extent and how do these interrelationships influence the development of other areas of modern sciences related to the fields of research that the doctoral study Media and Communication is oriented towards.</p> <p>The area of visual communications integrates technical, social and humanistic sciences with the creative components of artistic area. Visualisation of information in this regard involves the synthesis of information from various areas of science and art and finds the best ways to present it.</p>

<p>RESEARCH GROUP</p>	<p>Accordingly, partial aims have been defined in order to enable the research of determination and problems of visualizing information and to establish a link between consumers and presenters.</p> <p>It is necessary to explore how the methods of presenter acceptance and methods of information collecting and analysing influence the consumer's perception of information, categorization and ways of presenting various informative content.</p> <p>Study how techniques and tools of creating a multimedia presentation, formation of textual, visual and audio informative content in a multimedia presentation are perceived by the consumer to whom they are addressed. Define new approaches to presentation and visualisation of information, all with the aim of understanding how the consumer visualizes the obtained information.</p> <p>Marin Milković, PhD (University North), Damir Boras, PhD (Faculty of Graphic Arts of the University of Zagreb), Nikola Mrvac, PhD (Faculty of Graphic Arts of the University of Zagreb), Klaudio Pap, PhD (Faculty of Graphic Arts of the University of Zagreb), Damir Vusić, PhD (University North), Mario Tomiša, PhD (University North), Krunoslav Hajdek, PhD (University North), Boris Guina (doctoral candidate, University North), Ivan Nikolašević (doctoral candidate, University North).</p> <p>Foreign associates: Vanja Garaj, PhD (Department of Design, Brunel University London)</p>	
	<p>Planned activities</p> <ul style="list-style-type: none"> - explore and determine a theoretical and experimental framework for studying the visualisation of information - determine and conduct a research depending on the selected form of visual communication when presenting information - conduct a research on the presenter-consumer relation depending on the type of visual presentation (correlation of selected parameters) 	<p>Performance indicators</p> <ul style="list-style-type: none"> - a completed analysis of paper relevant for the study of information visualization area - determined methodological frames for the study of information visualization - application to a scientific conference - application for grants for scientific research at University North - implementation of grants, presentation of results at international scientific conferences

	- conduct a research and determine criteria necessary to evaluate visual communications in a contemporary environment, and determine whether their use enhances the better connection of presenter and consumer in order to facilitate visualisation of information.	- dissemination of results in relevant scientific journals - defended doctoral dissertations.
ACTIVITY PERFORMANCE INDICATORS	Approved grants for scientific research at University North, participation at international scientific conferences, published papers in relevant journals, completed international mobility of doctoral candidates, completed international mobility of researchers, defended doctoral dissertations.	

NAME OF THE MIMESIS, COGNITION, COMMUNICATION AREA

LIST OF TOPICS	<ul style="list-style-type: none"> • Mimesis and contemporary cultural trends • Mimesis, duality, rhetoric • Teaming of a man's physical and mental predispositions in the function of developing symbolic communication • Imitation as a principle of communication • Mimesis, mimetic craving, violence • Mimesis, cognition, subject • Communication aspects of mimesis in the service of social self(confirmation) • Mirroring vs. simulation: a representative function of simulation • Mimesis and morality • The role of social media in shaping behaviour • Self-representation: the radical mimesis of modern media • Mimetic theory and gender • Political implications of mimetic theory • Semiotic and mimetic aspects of communication.
AIMS	The aim is to determine the role and importance of imitation principles in the context of communication processes, media, or in the context of the functioning of society and culture in general. Further, the aim is to explore the concept of <i>mimesis</i> ranging from its philosophical use to contemporary interpretations of the concept, especially represented in several different scientific fields – cognitive sciences, cultural studies,

physiology, psychiatry, information and communication field of science.

The aim is to provide a transdisciplinary insight into human behaviour that constantly strives to transform, imitate and (self)confirm. The aim will therefore be to look at the problem of interpreting mimesis on the one hand as a progressive loss of autonomy (both in younger and older age groups), and on the other hand as an opportunity, aided by modern information technologies, of a progressive advance of an individual and society.

<p>RESEARCH GROUP</p>	<p>Iva Rosanda Žigo, PhD (University North), Anica Hunjet, PhD (University North), Marina Biti, PhD (Faculty of Humanities and Social Sciences of the University of Rijeka), Adriana Car-Mihec, PhD (Faculty of Humanities and Social Sciences of the University of Rijeka), Aleksandar Mijatović, PhD (Faculty of Humanities and Social Sciences of the University of Rijeka), Danijela Marot-Kiš, PhD (Faculty of Humanities and Social Sciences of the University of Rijeka), Asmir Gračanin, PhD (Faculty of Humanities and Social Sciences of the University of Rijeka), Pero Lučin, PhD (Faculty of Medicine of the University of Rijeka), Elizabeta Dadić-Hero, PhD (Faculty of Medicine of the University of Rijeka), Nevenka Tatković, PhD (Faculty of Educational Sciences, the Juraj Dobrila University of Pula), Martina Petranović, PhD (Croatian Academy of Sciences and Arts), Suzana Marjanić, PhD (Institute of Ethnology and Folklore Research).</p> <p><u>Foreign associates:</u> Joumana Boustany, PhD (Université Paris-Est Marne-la-Vallée); Damir Kukić, PhD (University of Zenica), Aljoša Pužar, PhD (University of Ljubljana)</p>	
	<p>Planned activities</p> <ul style="list-style-type: none"> - explore and determine a theoretical framework for studying mimesis in the context of cognition and communication - explore the sustainability of interpreting contemporary cultural, media and social trends from the aspect of the imitation theory - explore critical perspectives on interpreting 	<p>Performance indicators</p> <ul style="list-style-type: none"> - a completed analysis of papers relevant for studying mimesis, cognition and communication -determined methodological frameworks for studying mimesis, cognition and communication, a proposal of models and approaches to studying these issues - a published chapter in a book - a conducted survey of respondents

	<p>imitation as a communication principle</p> <ul style="list-style-type: none"> - research the aspects of human behaviour regarding the tendency to transform, imitate and self-confirm - examine the relationship mimesis – loss of autonomy - examine the relationship mimesis – progressive advancement - explore the mimetic impact of technology and media on human behaviour - explore the specific features of cognitive aspects of communication - research and critically review the relationship between politics and mimetic theory - research and critically review the relationship mimesis – violence - research and critically review the relationship mimesis – morality - research and critically review mimetic craving in the context of contemporary cultural trends - research and critically review semiotic and mimetic aspects of communication.
<p>ACTIVITY PERFORMANCE INDICATORS</p>	<p>Approved grants for scientific research at University North, participation at international scientific conferences, published papers in relevant journals, completed ingoing and outgoing mobility of professors and doctoral candidates, applying to a Croatian Science Foundation tender for Establishing Research Projects, defended doctoral dissertations, published book</p>

NAME OF THE AREA **INTERPERSONAL COMMUNICATION AND INTERPERSONAL RELATIONS**

LIST OF TOPICS	<ul style="list-style-type: none"> • Communication perception • Interpersonal persuasion • Persuasive techniques • Manipulation with messages • <i>Soft skill</i> techniques • Presentation techniques and understanding of messages. 	
AIMS	<p>The aim is to investigate the difference between the reception and perception of the impact of interpersonal communication on interpersonal relations; valorise communication perception in its utilitarian context; explore the level of impact of existing scientific domains from the domain of communication and presentation persuasive techniques on the real sector.</p>	
RESEARCH GROUPS	<p>Nikša Sviličić, PhD, Pero Maldini, PhD (University of Dubrovnik), Igor Rudan, PhD (University of Edinburgh), academician Pavao Rudan (Croatian Academy of Sciences and Arts), Zlatko Vidačković (PULA Film Festival, Director), Darijo Čerepinko, PhD, Boris Guina, (doctoral candidate, University North), Petra Ercegovac (doctoral candidate, University North), Morana Franov (doctoral candidate, University North).</p>	
	<p style="text-align: center;">Planned activities</p> <ul style="list-style-type: none"> - explore communication competences within <i>soft skills</i> - explore a critical domain of importance of communication and persuasive skills in everyday life - explore the level of perception of the importance of communication presentation techniques - examine the elements of visual anthropology through communication aspects on the example of the tattoo phenomenon. 	<p style="text-align: center;">Performance indicators</p> <ul style="list-style-type: none"> - elaborated methodological bases for interpreting communicativeness - published scientific paper - application to a scientific conference - application for tender for scientific grants at University North - implementation of grants, presentation of results at scientific conferences. - book/published paper/book chapter.

ACTIVITY PERFORMANCE INDICATORS	Approved grants for scientific research at University North, participation at international scientific conferences, published papers in relevant journals, published book chapter, defended doctoral dissertation.
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NAME OF THE AREA **ILLEGAL MIGRATION AND POPULISM IN PUBLIC SPACE**

LIST OF TOPICS	<ul style="list-style-type: none"> • Populist communication practices • Impact of illegal migration on populist rhetoric – xenophobia and the fear of others and loss of identity as key motives • Further development and application of an analytical matrix to describe populist rhetoric - (elements: referring to the people, identifying with the people, referring to political elites, identifying with political elites, the presence of ‘the dangerous Others’, and using ‘empty phrases’) • Populist rhetoric of the leaders on illegal migration – similarities and differences between the ‘Old’ and ‘New’ Europe • Impact of illegal migration on the changes in political relations in particular countries of Europe and at the level of European Union.
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AIMS	<p>The issue of illegal migration has obviously divided the EU into its East and West. However, there has also been North-South division lately. The issue of illegal migration to Europe has become an essential issue in public and political discourse, while at the same time it masks the issues of violating democratic standards and declining democracy in some post-communist EU members.</p> <p>It is realistic to expect that this trend will be further confirmed in the May 2019 EU elections. Since rhetoric is a powerful means of persuasion which has the power to influence people’s attitudes, emotions and actions, there will be analyses of the rhetoric of the elected leaders from the ‘old’ and ‘new’ EU members from the centre-right and right wing parties, and attempts will be made to find similarities and differences.</p> <p>Although it seems that the rhetoric of right-centre leaders is different depending on the country of origin and regional affiliation, and populists seem to speak in a more balanced voice – it is our intention, besides the analysis of populist rhetoric when it comes to migration in general, to analyse the differences between the populists from the ‘Old’ and ‘New’ Europe. It is expected to gain a more complete picture of the rhetoric of populists when it comes to illegal migration, migrants and political</p>
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<p>RESEARCH GROUP</p>	<p>elites that the populists attack, and the levels of matching the rhetoric of populists on these issues with their political agendas.</p> <p>Petar Kurečić, PhD, Gordana Tkalec, PhD, Darijo Čerepinko, PhD, Željka Bagarić, PhD, Petra Kuhar, doctoral candidate at the Faculty of Humanities and Social Sciences of the University of Zagreb (all from University North); Antonija Jurčić (doctoral candidate at the Faculty of Humanities and Social Sciences of the University of Zagreb, assistant – external associate of University North), Karlo Sigetić (doctoral candidate at University North, assistant – external associate of University North), Mladen Greguraš (doctoral candidate at University North), Filip Kokotović (doctoral candidate of Politics at the South East European University Tetovo, alumnus of University North), Jelena Blaži (doctoral candidate, University North), Željko Kardum doctoral candidate, University North), Sunčana Glavak (doctoral candidate, University North), Jelena Škoda (doctoral candidate, University North).</p> <p><u>Foreign associates:</u> Zoran Tomić, PhD (University of Mostar), Binoy Kampmark, PhD (RMIT University, Melbourne), Angela Pennisi, PhD (University of Malta).</p>	
	<p>Planned activities</p> <ul style="list-style-type: none"> - explore and determine the metamorphosis of rhetoric when it comes to illegal migration with a focus on the period from 2015 - determine the suitability of analytical matrix used for the analysis of populist rhetoric - explore populist rhetoric through exploring the rhetoric of leaders focused on illegal migration by applying an analytical matrix and questioning its benefits - compare the rhetoric on illegal migration of populist leaders from the 'Old' and 'New' Europe - determine the answers of the so-called „mainstream“ parties and leaders to the populist rhetoric on migration. 	<p>Performance indicators</p> <ul style="list-style-type: none"> - analysis of articles relevant for studying the topics listed - determined methodological frameworks for the research of populist rhetoric - a proposal of models and approaches to studying these issues - a conducted research, qualitative and quantitative - analysis of conducted research - presentation of research results at a scientific conference - research results will be published in relevant scientific journals - defended doctoral dissertation.

**ACTIVITY
PERFORMANCE
INDICATORS**

Approved grants for scientific research at University North, participation at international scientific conferences with published papers, successful application to a certain EU project, published papers in relevant journals, defended doctoral dissertations.

NAME OF THE MEDIA TRANSFORMATION AND THE TRANSFORMATIVE EFFECTS OF COMMUNICATION AREA

LIST OF TOPICS

- Transfer of conventional media to digital technology
- Transmedia literacy
- Interfaces of human computer communication
- Transformative effects of digital space
- Technological media interactivity
- Media in a community
- Media and social inclusion
- Empowering vulnerable groups with communication tools
- Communication and rehabilitation
- Speech codes in a transmedia environment
- Speech codes in the digital space
- Changes in media audience.

AIMS

Starting with the transformation of conventional media into digital technologies that lead to the creation of transmedia systems, the forms of user interaction with these systems will be explored: in terms of technological interactivity, interactions with interfaces, changes in the audience sphere and the like. Also, within this problem framework, the plausibility of creating social/public spaces and discourses for the members of various marginalized groups will be critically considered through expressing feelings, perspectives and building their own identities within the community; there will be an analysis of interests and potentials of the possible stakeholders in inter-institutional cooperation in the context of communication inclusion; elements of a sustainable integrative model of experiential communication learning in a community will be identified, focusing on the members of particular vulnerable groups (e.g. asylum seekers, persons deprived of their liberty, etc.). Through the establishment of community media, targeted research will be conducted to promote a value system that establishes empowerment and redefinition of the cultural identity of members of minority groups and to promote the intellectual, cultural and communication rights of the members of minority groups by relying on the latest scientific and expert achievements.

RESEARCH GROUP	<p>Darijo Čerepinko, PhD, Željka Bagarić, PhD, Damira Đukec, PhD, Andrija Bernik, PhD (University North), Darko Polšek, PhD (Faculty of Humanities and Social Sciences of the University of Zagreb), Marina Đukić, PhD, Gordana Lesinger, PhD (Josip Juraj Strossmayer University of Osijek), Nikola Jozić (doctoral candidate, University North), Mateja Jalušić (doctoral candidate, University North), Martina Hajdek (doctoral candidate, University North), Stela Novak (doctoral candidate, University North), Mira Ognjan (doctoral candidate, University North).</p> <p>Foreign associates: Associate Professor Marina Vujnović, PhD (Monmouth University, NJ, the USA)</p>	
	<p style="text-align: center;">Planned activities</p> <ul style="list-style-type: none"> - research and determine a theoretical framework for conventional media transfer to a digital environment - explore the sustainability of various digital models and formats - explore interaction of users with multimedia formats (technological interactivity) - explore interaction of users with different digital interfaces - explore the term and ranges of transmedia literacy 	<p style="text-align: center;">Performance indicators</p> <ul style="list-style-type: none"> - a completed analysis of papers relevant for the research topic - a proposal of models and approaches to studying these issues - a series of applied research according to a defined topic (survey, action, ethnographic, experiment, qualitative analyses...) - presentation of research results at a scientific conference and/or in a relevant scientific journal and/or any other scientific literature (a chapter in a book, scientific monograph, etc.) - defended doctoral dissertation - a completed analysis of papers relevant for the research topic - a series of applied research according to a defined topic (survey, action, ethnographic, experiment, qualitative analyses...) - presentation of research results at a scientific conference and/or in a relevant scientific journal and/or any other scientific literature (a chapter in

	<ul style="list-style-type: none"> - explore the impact of media in a community - research the influence of communication on vulnerable groups - explore the transformational effects of media (community) on vulnerable groups - explore the impact of empowering vulnerable groups through communication techniques and tools - explore manifest and latent dimensions of media in prevention and inclusion 	<p>a book, scientific monograph, etc.)</p> <ul style="list-style-type: none"> - a completed analysis of papers relevant for the research topic - a proposal of models and approaches to studying these issues - a series of applied research according to a defined topic (survey, action, ethnographic, experiment, qualitative analyses...) - presentation of research results at a scientific conference and/or in a relevant scientific journal and/or any other scientific literature (a chapter in a book, scientific monograph, etc.) - defended doctoral dissertation
	<ul style="list-style-type: none"> - explore and critically review the speech codes of minority communities and/or vulnerable groups - determine (non)existence of speech codes as a reflection of the presence of a defined set of cultural signifiers - determine (non)existence of speech codes in a transmedia or digital environment. 	<ul style="list-style-type: none"> - a completed analysis of papers relevant for the research topic - a proposal of models and approaches to studying these issues - a series of applied research according to a defined topic (survey, action, ethnographic, experiment, qualitative analyses...) - presentation of research results at a scientific conference and/or in a relevant scientific journal and/or any other scientific literature (a chapter in a book, scientific monograph, etc.) - defended doctoral dissertation.
<p>ACTIVITY PERFORMANCE INDICATORS</p>	<p>Approved grants for scientific research at University North, participation at international scientific conferences, published papers in relevant journals, defended doctoral dissertations, published book, applying to a Croatian Science Foundation tender for Establishing Research Projects, completed international mobility.</p>	

NAME OF THE INTERCULTURAL MEDIA COMMUNICATION AREA

LIST OF TOPICS	<ul style="list-style-type: none"> • Inter-literary criticism and critical reception of literature, theatre, film, the visual arts and music • Mass media and culture • Media convergence • Redefining the concept of contact in contemporary, global media • Transcultural communication • Intercultural (interdisciplinary) communication and literature • Intercultural communication function in society and the mass media. 				
AIMS	<p>The aim is to recognize the potentials of intercultural communication in the local, national and regional context (especially regarding the neighbouring Slavic cultures) and to raise awareness of the possibilities of theoretical and experiential redefining with regard to the transformation of media (communication) technologies.</p>				
RESEARCH GROUP	<p>Zvonko Kovač, PhD (University of Zagreb), Gordana Tkalec, PhD (University North), Miran Štuhec, PhD (University of Maribor), Miran Hladnik, PhD (University of Ljubljana), Đurđa Strsočglavec, PhD (University of Ljubljana), Mario Kolar, PhD and Klemen Lah, PhD (University of Rijeka), Biljana Marković (doctoral candidate, University North), Valentina Mirtić (doctoral candidate, University North), Petra Zečević (doctoral candidate, University North).</p>				
	<table border="0"> <thead> <tr> <th data-bbox="497 1344 954 1384">Planned activities</th> <th data-bbox="954 1344 1388 1384">Performance indicators</th> </tr> </thead> <tbody> <tr> <td data-bbox="497 1384 954 1951"> <ul style="list-style-type: none"> - explore intercultural competences in communication, writing and interpretation of culture - explore critical perspectives of interculturalism in the context of information literacy - research the impact of media on culture and the problems/benefits of mass/modern culture - examine the relationship between media and the phenomenon of interculturalism. </td> <td data-bbox="954 1384 1388 1951"> <ul style="list-style-type: none"> - elaborated methodological bases for interpretation of interculturalism - a published scientific paper - application to a scientific conference - application to a tender for scientific grants at University North - implementation of grants, presentation of results at scientific conferences. - published paper/book of chapter. </td> </tr> </tbody> </table>	Planned activities	Performance indicators	<ul style="list-style-type: none"> - explore intercultural competences in communication, writing and interpretation of culture - explore critical perspectives of interculturalism in the context of information literacy - research the impact of media on culture and the problems/benefits of mass/modern culture - examine the relationship between media and the phenomenon of interculturalism. 	<ul style="list-style-type: none"> - elaborated methodological bases for interpretation of interculturalism - a published scientific paper - application to a scientific conference - application to a tender for scientific grants at University North - implementation of grants, presentation of results at scientific conferences. - published paper/book of chapter.
Planned activities	Performance indicators				
<ul style="list-style-type: none"> - explore intercultural competences in communication, writing and interpretation of culture - explore critical perspectives of interculturalism in the context of information literacy - research the impact of media on culture and the problems/benefits of mass/modern culture - examine the relationship between media and the phenomenon of interculturalism. 	<ul style="list-style-type: none"> - elaborated methodological bases for interpretation of interculturalism - a published scientific paper - application to a scientific conference - application to a tender for scientific grants at University North - implementation of grants, presentation of results at scientific conferences. - published paper/book of chapter. 				

ACTIVITY PERFORMANCE INDICATORS	Approved grants for scientific research at University North, participation at international scientific conferences, published papers in relevant journals, defended doctoral dissertation, published book chapter, completed international mobility.
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NAME OF THE CORPORATE COMMUNICATIONS CONTROL MARKET AREA

LIST OF TOPICS	<ul style="list-style-type: none"> • Corporate control market – external and internal communication • Corporate control market in the context of crisis communication • Forms of communication, means and techniques of communication • PR experts for communication in the corporate control market • The impact of business culture on communication in the corporate control market • Communication in the conditions of cross-border acquisitions of companies • Differences in the competences of PR experts in different corporate control markets • Communication skills of corporate manager, the target of a takeover • Defensive communication strategies of a company, the target of a takeover • Communication strategies of the acquiring company during the process of acquisition • The role of social media in the corporate control market • Communication role and the importance of regulators in the corporate control market.
AIMS	Determine the role and importance of the communication mix in corporate control markets. As a specific eco-system the corporate control market has features that communication experts can bring to the participants with their research, with the aim of improving the acquisition process, its efficiency and effectiveness. Explore and demonstrate the roles of various means of social communication and special features of social networks in order to maintain their value in the corporate control market. Emphasize the role and importance of regulators in corporate control market in order to protect investors and to prevent unwanted activities of the participants in the arena of the corporate control market. Explore and demonstrate cultural differences and present their impact on the stages of acquisition process. Invoke interest of PR experts

<p>RESEARCH GROUP</p>	<p>for specializing in the field of contemporary financial markets, especially the capital market and corporate control market.</p> <p>Ante Rončević, PhD (University North), Darijo Čerepinko, PhD (University North), Marijan Cingula, PhD (Faculty of Economics and Business, University of Zagreb), Silvije Orsag, PhD (Faculty of Economics and Business, University of Zagreb), Davor Filipović, PhD (Faculty of Economics and Business, University of Zagreb), Igor Kanižaj, PhD (Faculty of Political Science of the University of Zagreb), Nevenka Tatković, PhD (Faculty of Educational Sciences, the Juraj Dobrila University of Pula), Alfio Barbijeri, PhD (Faculty of Economics of the University of Pula), Eva Brlek (doctoral candidate, University North), Anita Šulentić (doctoral candidate, University North).</p> <p>Foreign associates: Irena Zavrl, PhD (FH Burgenland, University of Applied Sciences), Jaka Vadnjal, PhD (Faculty of Economics, University of Ljubljana), Zoran Tomić, PhD (University of Mostar)</p>	
	<p>Planned activities</p>	<p>Performance indicators</p>
	<ul style="list-style-type: none"> - explore and determine a theoretical framework for studying corporate control market in the context of communication - explore the sustainability of interpreting contemporary communication theories relevant for corporate control markets - explore contemporary forms of external and internal communication of participants in the corporate control market 	<ul style="list-style-type: none"> - a completed analysis of papers relevant for studying corporate control market in the context of communication - established methodological frameworks for the research of corporate control market in the context of communication - a proposal of models and approaches to studying these issues - a published book chapter - a conducted survey of respondents - an analysis of conducted research survey - presentation of research results at a scientific conference - completed outgoing and ingoing mobility of teachers and doctoral candidates

	<ul style="list-style-type: none"> - explore the role and importance of crisis communication in the corporate control market - explore the forms of communication, communication means and techniques used by the participants in the corporate control market - explore the contribution of PR experts to the communication set development in the corporate control market - explore the impact of business culture on communication in the corporate control market, - explore the forms of communication in the conditions of cross-border acquisitions of companies - explore differences in the competences of PR experts in different corporate control markets, - research the communication skills of corporate managers, targets of takeovers - explore defensive communication strategies of a company, the target of a takeover, during the acquisition process, - research communication strategies of the acquiring company during the process of acquisition - explore the role of social media in the corporate control market, - explore the communication role and the importance of regulators in the corporate control market. 	<ul style="list-style-type: none"> - a set of conducted research - research results will be published in relevant journals - defended doctoral dissertation - a set of conducted research - research results will be published in relevant journals and proceedings from international scientific symposiums - defended doctoral dissertation.
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**ACTIVITY
PERFORMANCE
INDICATORS**

Approved grants for scientific research at University North, participation at international scientific conferences, published papers in relevant journals, completed ingoing and outgoing mobility of doctoral candidates and teachers, defended doctoral dissertations, published book.

**NAME OF THE ORGANIZATION AND MANAGEMENT OF CORPORATE
AREA INFORMATION SECURITY IN THE MEDIA**

LIST OF TOPICS

- Expanding and deepening of security content and areas of security studies: conceptual, substantial and notional differentiation of corporate and information security
- Corporate security as a (sub)discipline of security studies
- Information security as a (sub)discipline of security studies
- The application of corporate and information security: *country study (case study)* – the Republic of Croatia empirical research
- Public-private partnership in the field of corporate-information security
- Comparative studies: the Republic of Croatia and regional environment; the Republic of Croatia and EU
- Intellectual property and information security
- Specific features of corporate-information security in the media
- Relationship between regulations and ethics of the media in the field of information security.

AIMS

An analysis of evolution of security studies indicates that they have undergone many changes, deepening and expanding and diversifications since their establishment, and they are still in continuous progress. The central concept around which they are built is the notion of security with no universally accepted definition or meaning, while it is a substantially politicized concept. Along with conceptual contentiousness (of the central concept), studies have been built on both normative and empirical contentions. This leads to disputes about what security studies mean and what they involve. In this context, the aim is to investigate the affiliation of corporate and information security to security studies. Comparative analysis shows that neither has been defined at the generic or generally accepted level. The concepts share the same fate of the unstable analytical category as well as the underlying concept of security. A rigorous scientific approach indicates that both concepts are too vague to be theoretically convincing and analytically applicable. Is the use of

	<p>the term security in the above concepts appropriate at all? Is this even a 'security area', an appropriate use of the word security, or are these concepts involving semantic similarities to 'security'? Therefore, it is empirically relevant to determine the situation in the Republic of Croatia.</p> <p>Also, the media, both classical and electronic, collect huge amounts of data, part of which is personal information. Thus, specific ethical relations connected to the media intervene here with the still insufficiently elaborated legislation.</p>	
RESEARCH GROUP	<p>Petar Mišević, PhD (Croatian Chamber of Commerce), Goran Vojković, PhD (University North), Mirko Bilandžić, PhD (Faculty of Humanities and Social Sciences of the University of Zagreb), Dražen Lučić, PhD (Croatian Chamber of Commerce), Tihomil Katulić, PhD (Faculty of Law in Zagreb), Anita Vujić-Žmegač (doctoral candidate, University North), Mario Žuliček (doctoral candidate, University North), Jadranko Tuta (doctoral candidate, University North).</p>	
	<p>Planned activities</p> <ul style="list-style-type: none"> - explore and determine the content of concepts of corporate and information security - constructing a database of available definitions; content analysis and frequency analysis of available definitions - conducting an empirical research. 	<p>Performance indicators</p> <ul style="list-style-type: none"> - application to a scientific conference - dissemination of results in relevant scientific journals - application to a scientific conference - application to a tender for scientific grants at University North - dissemination of results in relevant scientific journals.
ACTIVITY PERFORMANCE INDICATORS	<p>Approved grants for scientific research at University North, participation at international scientific conferences, published papers in relevant journals, applying to a Croatian Science Foundation tender for Establishing Research Projects, written and defended doctoral dissertation.</p>	