



Denis Gaščić

University of Zagreb
Faculty of Humanities and
Social Sciences
Department of Information
and Communication Sciences

denisgascic9@gmail.com

Media visibility of the eco-museum: Analysis of current practices and tips for increasing media literacy



Denis Gaščić

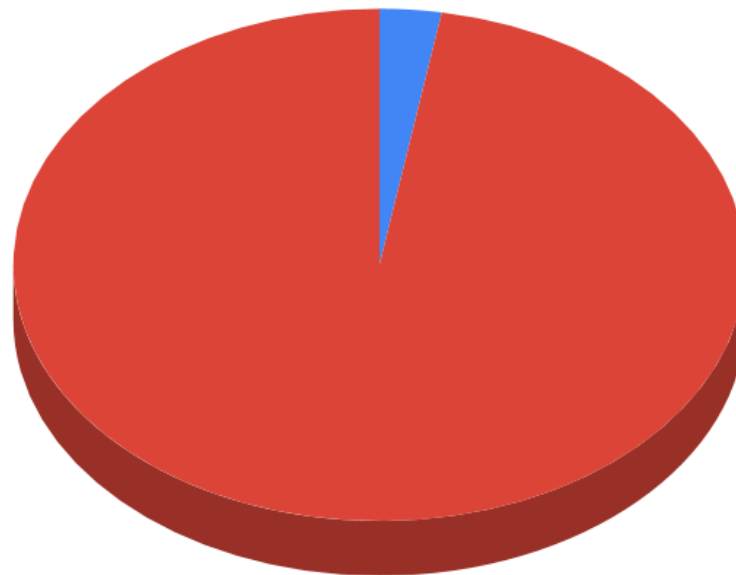
Sveučilište u Zagrebu
Filozofski fakultet
Odsjek za informacijske i
komunikacijske znanosti

denisgascic9@gmail.com

Medijska vidljivost ekomuzeja: Analiza dosadašnje prakse i savjeti za povećanje medijske popraćenosti

Prilog 1. Udio stručnjaka za PR i/ili marketing u ukupnom broju stručnih i pomoćnih stručnih djelatnika (podaci za 2016. godinu)

Experts in PR and/or marketing worked in Croatian museums in 2016



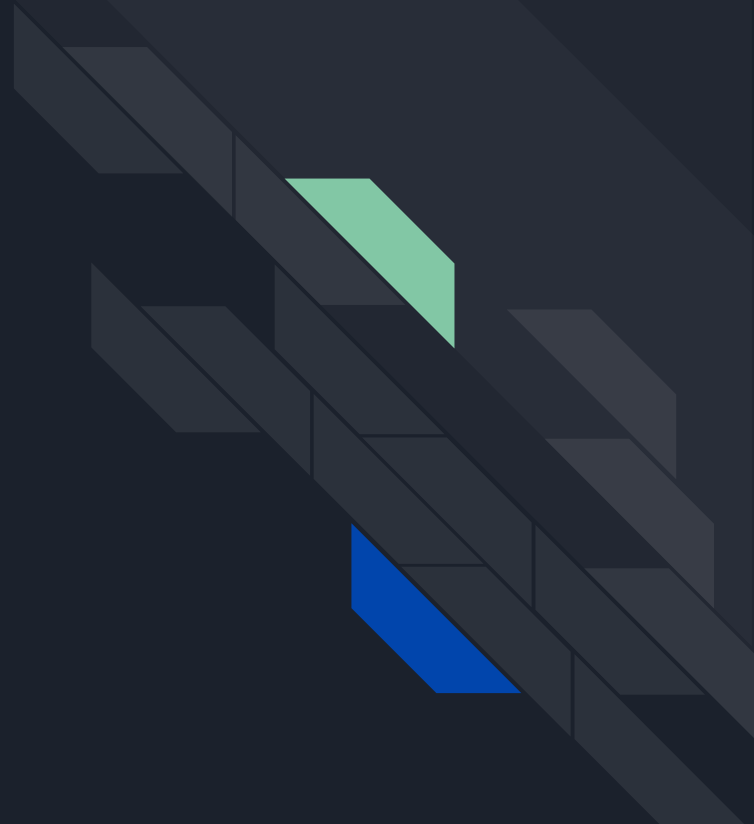
● Stručnjaci za PR i/ili marketing
PR and marketing experts

● Ostali stručni i pomoćni stručni djelatnici
Other experts

2,73%

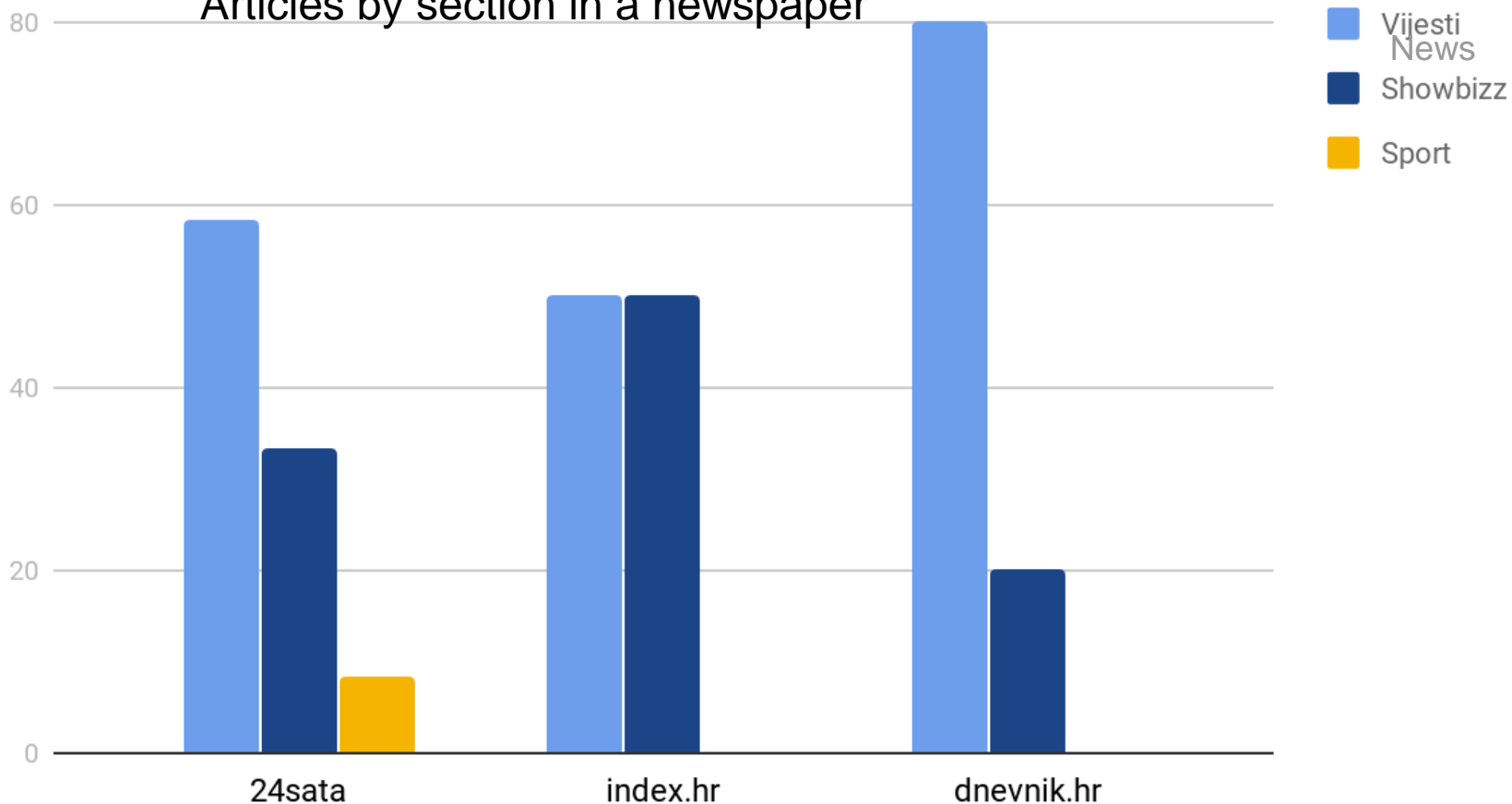
stručnjaka za marketing i PR u muzejima

experts in PR and/or marketing in museums

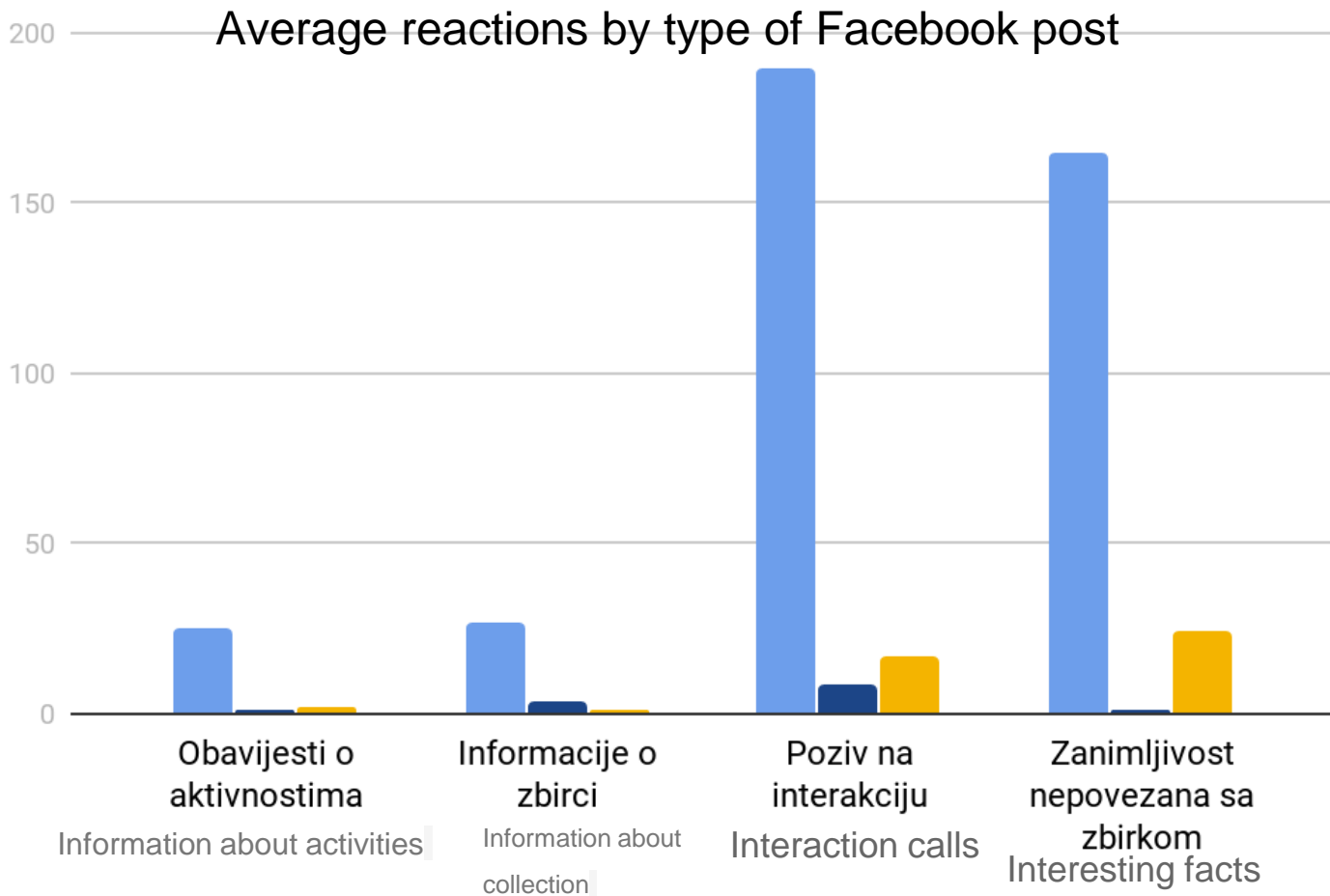


Prilog 2. Raspored članka o muzejima po rubrikama (u postocima)

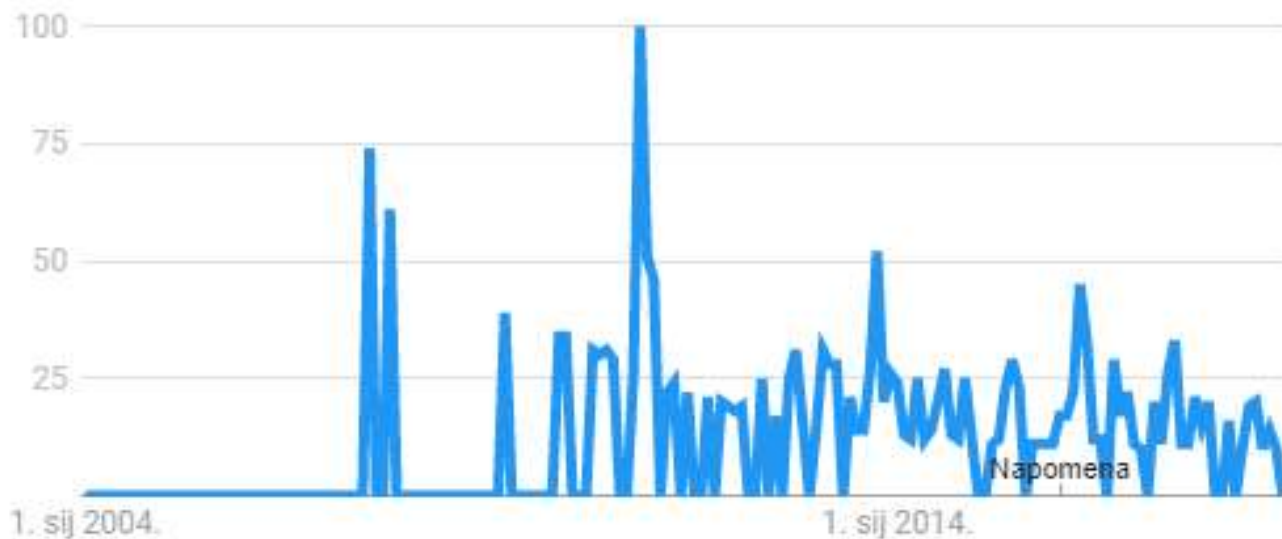
Articles by section in a newspaper



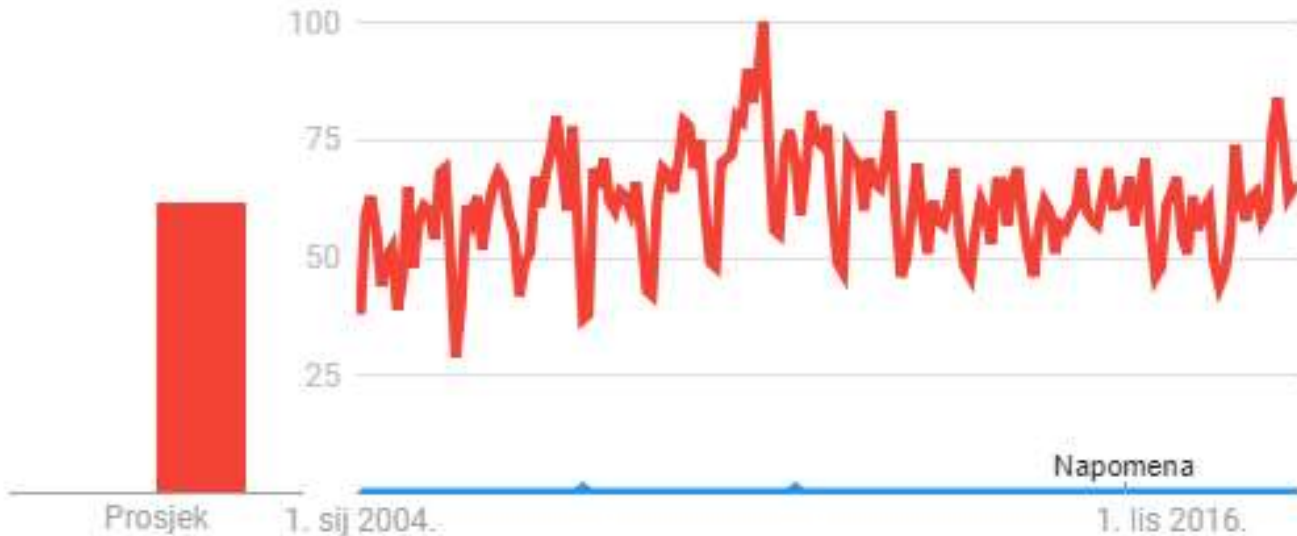
Prilog 5. Prosječne reakcije po vrsti objave



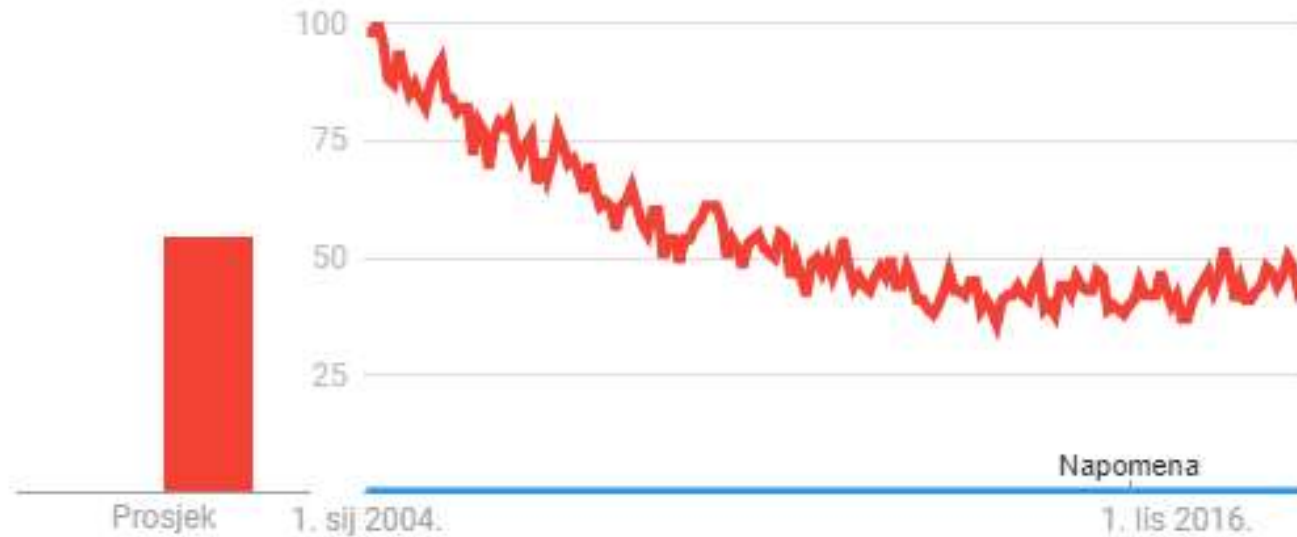
● ekomuzej



● ekomuzej ● muzej



● ecomuseum ● museum



Usporedna raščlamba po regiji
Comparative analysis by region

● ecomuseum ● museum



Uključite regije s malim opsegom pretraživanja



Uključite regije s malim opsegom pretraživanja



< Prikazano stavki: 1 – 4 od 25 >



1	ecomuseum zoo	100	
2	zoo montreal	27	
3	biodome	13	
4	ecomuseum ste anne de bellevue	10	

< Prikazano stavki: 1 – 4 od 24 >







Sensationalism

presentations
infotainment
providing
advertising
sensational
topics
viewership
idioms
increased
defamation
television
propaganda
organization
mistakenly
medium
content
zealots
doomsayers
tabloid
information
shallower
forms
writer
omitting
spread
services

witnesses
readers
readership
unpredictability
politically
number
comedic
editorial
journalism
story
profit
coverage
outlets
public
newsworthy
rightfully
misrepresented
political
disinformation
partisan
obscure
products
audience
journalism
mass
distrust
perceived
sensationalism
viewers
words
sociologist
investigative
witness
illiterate
ethically
retaliation
circus
insignificant
higher
motive
tampering
affect
factual
politics
sociologist





KLOVIĆEVI DVORI

Kolinda Grabar-Kitarović otvorila izložbu 'Katarina Velika, carica svih Rusa'



Foto: fah

VL



Foto: Tomislav Miletić/PIXSELL Izložba Katarina Velika, carica svih Rusa

EKSPONATI ERMITAŽA

Predsjednica Grabar-Kitarović otvorila izložbu o Katarini Velikoj

NEWS

MEDIA

SOCIAL

MESSAGE

SOCIETY

**PUBLIC
RELATIONS**

COMMUNICATION

AUDIENCES

ORGANIZATION

PUBLICITY

ADVERTISING



OČUVANJE BAŠTINE

Ekomuzej 'Batana' upisan u UNESCO-ov registar

Autor: tportal.hr/Hina

Zadnja izmjena 19.01.2017 13:44



Projekt revitalizacije kulturne baštine: Kako osuvremeniti mošćenički Ekomuzej



Snimio Marko GRACIN

Autor: Aleksandra Kučel-Ilić Objavljeno: 30. kolovoz 2018. u 9:53

Općina Mošćenička Draga je sa svojim Ekomuzejom odabrana kao jedan od devet partnera iz šest srednjoeuropskih zemalja te će dobiti oko 189 tisuća eura bruto za revitalizaciju kulturne baštine. S tim ciljem već su održane tri poučne i zanimljive radionice



Savjeti/Tips

1. Analiza
2. Plan
3. Granica
4. Društvene mreže
5. Kontakti

1. Analysis
2. Plan
3. Border
4. Social networks
5. Contacts

Thank you!

Hvala!

