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The Discourse of Public Communication in the Field of Confrontation of PR Management and Media

Abstract: Communication is a part of everything in life. It is a very complex, polysemantic and polysyllabic phenomenon which includes all elements of human spirit together with the means of transportation in space and time. The sphere of interests has been dating from the beginning of human society and is, until today, a major part of leading social scientific disciplines. Communication is one of the basic condition of continuation and reproduction of established relations. In the field of communication the key understanding of specific needs in the area of public relations is creation of the system of media communication and the direct interpersonal interaction with the representatives of the relevant key groups. Journalists, mainly connect with the public by media, fast and simple, while the experts in the field of public relations beside the media, use a variety of different channels to inform their targeted groups. The journalists write for general public and it is the reason why the experts very carefully differentiate public audience according to demographic, sociopolitical, educational, confessional psychological characteristics. In short, the fields of media and public relations are variable, interrelated interconnected categories. Beside many similarities, those two fields are different in the sphere of activities, goals, class of channels... Or, the representatives in both field are involved in the direction of the same task.

Key words: *PR management, public relations, media PR, publicity, public communication*