

Antonia Tomaš
Sveučilište Sjever, Koprivnica
University North, Koprivnica
E-mail: antomas@unin.hr

Davorka Topić Stipić
Sveučilište u Mostaru, Filozofski fakultet
University of Mostar
Faculty of Humanities and Social Sciences
E-mail: davorka.topicstipic@sum.ba

Ivica Glibušić
Sveučilište u Mostaru, Filozofski fakultet
University of Mostar
Faculty of Humanities and Social Sciences
E-mail: ivica.glibusic@ff.sum.ba

Review article
Received: 15 March 2024
Accepted: 7 August 2024

One Hundred Years of Studying Public Relations with Special Reference to Bosnia and Herzegovina and the Contribution of the University of Mostar

Summary

The paper discusses the history of public relations, emphasizing key moments and events in the United States of America and Europe during the 19th and 20th centuries. Particular emphasis is placed on the specifics of the development of public relations in the Bosnian-Herzegovinian context through changes in the government system and the development of higher education. The analysis of political communication in Bosnia and Herzegovina, in the modern sense, should begin with the first multi-party democratic elections held on 18 November 1990. At the beginning of the new millennium in Bosnia and Herzegovina, there was a noticeable trend of establishing information or public relations offices in various organizations and bodies. This trend has encompassed state institutions, including the police, the military, parliaments and ministries. In addition, the first organized seminars and public relations schools were developed, contributing to education and professionalization in this field. The Department of Public Relations at the Faculty of Humanities and Social Sciences of the University of Mostar is the first such department in Bosnia and Herzegovina and the neighbouring countries, offering study programmes in all three education cycles. The Department of Public Relations launched the scientific and professional conference PR Days Mostariensis in 2016, intending to open up scientific perspectives and create a scientific environment. The launch of the *South Eastern European Journal of Communication* in 2019 is a logical follow-up and upgrade of the conference. The paper points out the crucial role of the University of Mostar in shaping and improving the field of public relations in Bosnia and Herzegovina.

Keywords: history of public relations; United States of America; Europe; Bosnia and Herzegovina; University of Mostar.

