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Elia Patricia Pekica Pagon

Chief editor of Epoha magazine

Walls and bridges of our time

Elia Patricia Pekica Pagon, chief editor of Epoha magazine has recently published an interesting book titled *Reaching the Global Boiling Point* (originally titled in Croatian: *Globalno usijanje*) which embodies her editorials – essays published in magazines *Zvono* and *Epoha*. Elia graduated from the Faculty of Arts in Zagreb, Croatia as a Professor of English and Italian languages and literature.

Upon graduating, Elia worked for various companies such as British Airways (Sales and Marketing Executive), Marks & Spencer, Hill & Knowlton, Baxter and others. She lectured English at Agora college – Werbe Akademie in Zagreb. Elia is a writer who has published three books of poetry to date. She is currently working on her new books, while also editing Epoha magazine.

Globalization is the main field of her scientific interest. She was part of the global project *Never Been To Houston* along with her father Marko and it was especially exciting to her. The project was an international photograph exhibition that included photos from people all over the world.

Elia has travelled all over the world and one of her most exciting trips was to Beijing, where she fell in love with the Chinese cultural heritage. While travelling around the world, Elia took a lot of interesting photographs and thus photography became one of her favourite hobbies, aside from writing. That is why she decided to publish some of her own photographs in her newest book, in addition to amazing photos by Ivo Pervan, Cobra Balić and her father Marko as well as wonderful illustrations by Otto Reisinger, Vlado Kos, Mirko Ilić, and others.

Interview held by Zlatan JAGANJAC
Photos: Archive of Epoha magazine

You have been the chief editor of Epoha magazine for eight years now and you regularly share your viewpoints and opinions about trends in management, politics and everything that is happening in the fields of public relations and marketing as branches of business. I would go so far as to say that you often bring out your views and ideas in a very interesting and direct way, which is very rare nowadays, and at the same time more than necessary. Could you please describe your development as an author through Epoha magazine and tell us how it has influenced you to write a book titled Reaching the Global Boiling Point?

I established the magazine Zvono eight years ago, after agreeing upon it with my father Marko Pekica, to whom I owe the most gratitude for giving me the opportunity to collaborate with him, to learn from him, to express my creativity and to try to change this twisted world we live in today, the best way I know how, together with other authors and specialists in various fields. Magazine Zvono started as a specialized magazine for marketing and PR, but through the years it spontaneously became a magazine covering cultural and artistic topics as well, so it was renamed and became Epoha – magazine for the culture of communication.

I remember talking with my father about numerous things that were occupying contemporary society. That's exactly how we came up with the idea that it would be great to start a new magazine which would primarily cover topics from the advertising industry, but without neglecting other fields of human interest and occupation, with the emphasis on art and all other scientific disciplines being used by marketing experts in their everyday work.

I clearly remember that we agreed, at the very start, not to follow the mainstream of Croatian media, mainly covering politics, gossip, sensationalism and crime statistics. Our mission is to build bridges between people all around the world, between all times and spaces. This also happens to be the slogan of Epoha magazine – the bridge between people, times and spaces.

All the people who live their lives knowing no boundaries and feeling love for the entire world are more than welcome to collaborate with Epoha magazine and promote humanity, moral and creativity together with all other experts, scientists and authors who have recognized our message as the right one and are already collaborating with us, in order to make this world a better place.

The journalists of Epoha magazine write about the positive side of globalization, about dialogue, not crime or terror, about creativity, not politics. A new time is here, it's the kind of time with no limits.

The best way to measure our success in sending the message to the world is by looking at the data regarding the daily, weekly and monthly visits to our web pages www.epoha.net, which, on a monthly basis, have reached 110.000 visits.

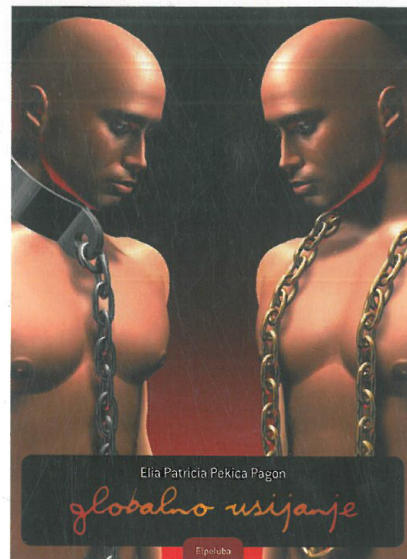
As far as my viewpoints are concerned, regarding the time and space in which we are invited to live and create, I can only say that I am most inspired to write when I see the immorality, greed and inhumanity of politicians and the large number of incompetent managers of various multinational companies and the presidents of leading domestic corporations.

A large number of beautiful letters and the incredible support of the reading audience of our magazine Epoha, deeply motivated me to publish all my essays written to date in a separate book, to serve as a memory, in the future, of the days when we were building the world of the future. My book, titled *Reaching the Global Boiling Point*, is my way of sharing my strategies for seeking humanity with all others who are trying to do the same. But, I also hope to reach those who never thought about the ideas I write about and if my book manages to make them think about those things even for a little while, I will be able to say that my book has accomplished its mission – the awakening of humanity.

Very positive reviews written by distinguished people about my recently published book *Reaching the Global Boiling Point* have confirmed that my decision about publishing the book was right. Thank you, my dear friends.

Do you consider globalization to be a mainly negative process?

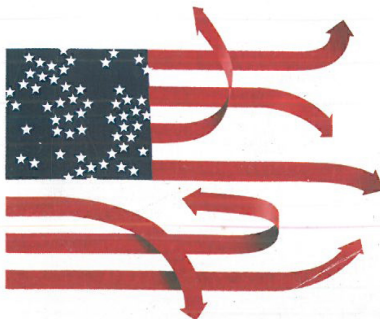
Globalization is a process as old as humanity itself and it's very hard to judge it as mainly negative or positive. It can only be studied on a daily basis and controlled in the best possible way by civil society on both local and global levels. The solutions to all the problems and the answers to all the questions of our time lie in the secret chambers of authority – exactly where these same problems were born. We must seek for various ways to break the chains we have been put into and to unlock the secret mystery room of our world. As a country in transition, we witness both positive and negative aspects of globalization, overwhelmed by the positive sides of it, such as the internet – being the best example of the global village, and then being shattered by negative



aspects of globalization, such as rules of global economy and integration, painful transition and poverty. I consider globalization as an invitation to all of us, to test the world and see whether it really belongs to us, or we, on the other side – desperately belong to that same, powerful world? Authoritative, material, institutional and stratificational power should not be taken seriously, as it has always been the tool in the hands of the weak to defeat the wise. Nature, love, wisdom, friendship.....they don't need the jewelry of power, as the power lies in their essence. Globalization of humanity is something we should hope for and the globalization of inhumanity is something we should fear and fight against in every possible way.

How would you, as an author who analyzes globalization, briefly describe everything that is going on in the process of globalization today?

Globalization is the sum of political, technical, communicational, cultural, economic, religious and ecological processes. Globalization, as a process, is based on the belief that the world is becoming more homogenous and that differences between nations are diminishing and that one day these differences will disappear completely. That is one hypothesis. Another is: Our world is more and more united while at the same time more divided because only 15 % of the world's population (approximately 1 billion) is using 80 % of the planet's resources. Therefore one should ask the question: Will the new world society know how to find a solution to this injustice, the poverty and divisions between North and South? These basic contradictions in explaining globalization are felt in all segments of our society.





Croatia



The topic of globalization, often called "westernization", has been very popular lately, which can also be seen in the contents of your book *Reaching the Global Boiling Point*. What has influenced and motivated you most in creating your book?

As I said before in one of my essays, I am most motivated by seeking ways to fight for the survival of simple, spontaneous, spiritual human beings despite humanoid robots, materialists and false authorities. Globalization has so many nicknames, that it would be hard to mention them all, because while we are specifying them, some other, new terms could be born somewhere in the world. The most popular terms of globalization are mondialization, westernization, Americanization, McDonalidization, etc. They all refer to the powerful, western world and its ways of ruling with the rest of the world so far. Although we can expect new terms to crop up in the future, because the dragons of all other parts of the world do not sleep. Transnational processes never come without risk, and that is something we should start to discuss. How to avoid the risks of cultural clashes and injustices, that are inevitable in transnational economic, technological, political and social processes? Another very important question that we should ask ourselves every day is: What have we done today to save our planet from irreversible ecological and moral destruction?

On the cover page of your book we can see two identical men, looking equally hopeless, both of them in chains: one of them in golden chains, the other looking like a slave, in iron chains... Is that the main message of your book?

The cover page of my book is an illustration by our prominent and acknowledged designer and

illustrator Mirko Ilić. Considering the fact that his illustrations usually follow my editorials in Epoha, I assumed that the only right thing to do was to choose one of his illustrations for my book. I personally think that the chosen illustration with two men in chains, looking so different and yet so equal, describes the content of my book *Reaching the Global Boiling Point* in the best possible way.

Where can your book be bought and do you think that globalization can influence its sale?

This question gives me the opportunity to promote my book in a direct way and to invite the readers to buy it and read it. Yes, every book needs promotion too, just as any other product or service and it shouldn't be looked down upon, because promotion is sometimes the best way to reach the audience and inform them about the things being offered on the market. I'm not afraid of it, as we deal with it every day, while working on Epoha magazine. My book can be bought in bookstores, such as Profil, Ljevak, Školska knjiga, Prosvjeta, Superknjižara, and it can also be ordered via our web site www.epoha.net.

To be honest with you, in answering the other part of your question, I never think about sales while writing, I only write about the things that life brings to me... Various topics come to me spontaneously every day and speak for themselves through my writing. That's all.

Before this book, you published three books of poetry in Croatia. What are your plans for the future, as far as writing is concerned? Are you thinking about publishing a new book,

and if yes, what will be its main theme?

Yes, poetry has always been my greatest love. I have published three books of poetry so far ("Alone", "At heaven's feet" and "Love Poems") and am preparing my fourth book of poetry ("Just smile and continue your journey"). One of my books of poetry has been translated to French ("Au pied du ciel") and has yet to be published. Globalization is the topic of my main interest and the subject of my scientific work.

After working for various large corporations such as British Airways, Marks & Spencer, Baxter, and Hill & Knowlton, I gained insight into how the capitalist roller coaster works and decided to come back to my original profession - teaching, editing and writing, promising myself that I will do everything in my power to live my life by doing what I love most. I am currently working on another book about globalization that will be titled "Carrying Diogen's Lantern". The working title of my next book is From Kulić to Chomsky, because it will contain all of my interviews with Croatian, European and American experts, professors and practitioners in various fields of human work and study, about various aspects of globalization.

At the end of our interview, could you please tell us what would be your message to the readers of our PRO PR magazine?

Never believe everything you hear, never follow others' footsteps, just because everybody is doing so, never give up on your dreams and always believe in the beauty and goodness of the world, somewhere beneath the cheating surface.

