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THE PRESENCE OF MARKETING IN DEFENCE ADMINISTRATION, WITH PARTICULAR REGARD TO THE HUNGARIAN DEFENCE FOECES WITHIN IT²

A MARKETING MEGJELENÉSE A VÉDELMI IGAZGATÁSBAN, EZEN BELÜL KÜLÖNÖS TEKINTETTEL A MAGYAR HONVÉDSÉGBEN

My study describes the connection between defence administration, particularly the Hungarian Defence Forces within it, and marketing. I will present the tasks and structure of defence administration and the definitions of the fundamental conceptions used by me. I will present and express my opinion on the means of marketing communication applied by the Hungarian Defence Force in details and I will suggest some proposals on the further improvements. I will examine which of those parts in the means of communication and marketing that can be still applied for acquainting the work of the Hungarian Defence Force and for increasing its acknowledgement. During this, I will mention the application possibilities of the new means of marketing communication provided by the rapid IT developments experienced nowadays. I will present those possibilities that are applied in the international practices, but cannot be found in the communication of the Hungarian Army yet but could be applied to some extent and way.

Keywords: Hungarian Defence Forces, marketing, communications, defence administration

A tanulmányomban a védelmi igazgatás, ezen belül a Magyar Honvédség és a marketing kapcsolatát mutatom be. Ismertetem a védelmi igazgatás feladatait és felépítését, ismertetem az alapfogalmak általam használt definícióit. A Magyar Honvédség által alkalmazott marketingkommunikációs eszközöket részletesen ismertetem, véleményezem, további fejlesztésekkel kapcsolatos javaslatokat fogalmazok meg. Megvizsgálom, melyek azok a kommunikációs és marketing eszközök, melyeket még alkalmazni lehetne a Magyar Honvédség munkájának megismertetése és elismertségének fokozása érdekében. Ennek során kitérek napjaink rohamos informatikai fejlődése által biztosított újabb marketingkommunikációs eszközök felhasználási lehetőségeinek ismertetésére. Bemutatom, melyek azok a lehetőségek, melyeket a nemzetközi gyakorlatban már sikeresen alkalmaznak, de a honvédség kommunikációjában még nem találhatók meg és valamilyen mértékben és formában átvehetőek lennének.

Kulcsszavak: Magyar Honvédség, marketing, kommunikáció, védelmi igazgatás

TASK AND STRUCTURE OF DEFENCE ADMINISTRATION

Defence administration „is a task-and structural system, which is part of public administration, and an executive, dispositive activity created for the implementation of the defensive

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duties of the government and implemented by public administration organizations assigned to this duty; it includes the preparation for special legal order and all of the government activities intended for the planning, organizing and implementing of the duties of home defence, civil protection, disaster management, defence economics and supplying the inhabitants during these periods and situations." [1]

Each type of periods of special legal order (emergency, state of emergency with conditions beyond one's control, state of emergency with extraordinary measures, state of preventive defence, raid, state of terror threat) means extraordinary danger, which requires to concentrate the forces of society and the governmental control and co-ordination of this common action of the society. The society's demand on defence requires such a degree of centralization of forces and control that conflicts with the autonomy of municipalities organized on constitutional ground, the practice of the citizen's liberties and the efforts of the participants in the market economy. But this conflict is only apparent. The centralized control demands of protecting the country is satisfied by a defence system organized on constitutional ground. Within defence administration, there are bodies performing specialized administration tasks and bodies performing general administration tasks.

Defence administration bodies with general sphere of action

Defence administration bodies with general sphere of action, as the elements of the central control system, ensures the preparedness of defence of the armed forces (Hungarian Defence Forces), the law enforcement agencies, the other organizations participating in defence and the population represented by municipalities and, if necessary, their mobilization for the prevention of emergency situations.

Central level

- the Parliament,
- the Committee on Defence and Law Enforcement,
- the President of the Republic,
- the Government,
- the National Defence Council and
- the ministry (organizations with nationwide sphere of action)

Regional level

- county and capital defence committees,
- local (district, metropolitan) defence committees

Local level

- the mayor

The bodies of specialized defence administration

János PERGE: The presence of marketing in defence administration, with particular regard to the Hungarian defence forces within it

The elements of specialized defence administration perform special activities in the field of home-defence in a close co-operation with the elements of the defence administration bodies with general sphere of action. The followings have special importance:

- Hungarian Defence Forces Augmentation and Central Registry Command and its subordinate organizations performing military administration (working in this organizational structure at the time of this study)
- Defence organizations protecting civilians and material needs, and
- Water authorities performing the technical control of flood-prevention [2].

HUNGARIAN DEFENCE FORCE

The Hungarian Defence Forces (HDF) is a centrally managed, state armed force over civil control, which operates in a relation of subordination. The military force is based on volunteering in peacetime, and on selective service in a state of preventive defence and in a state of emergency with extraordinary measures. Some bodies of HDF perform military administration tasks as defined in the related laws [3].

Main organizational units

- Ministry of Defence
- Defence Staff
- HDF Joint Force Command
- Combat forces
- Combat support forces
- Combat service-support forces
- Missions

From the structure of the Hungarian Defence Forces, it can be well seen that several organizational units take part in performing defence administration tasks co-operating with each other, or complemented by each other. In the interest of the successful co-operation, the continuous improvement of the applied means of communication is extremely important, both between the organizational units participating in defence administration and between these units and the population.

DEFINITION OF MARKETING

The definition of marketing can be heard many times, a lot of people use it in diverse senses, there is no uniform definition. Marketing often means trade, sale and purchase, but it could also mean influencing the market, or advertisement, in fact, the context will decide what the actual meaning is. In fact, could mean both, it involves sales, promotion, but the definition of marketing is even wider than that.

Some well-known definitions of marketing can be seen below:

János PERGE: The presence of marketing in defence administration, with particular regard to the Hungarian defence forces within it

- "Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others." (Philip Kotler)
- "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." (American Marketing Association)
- "The proper product at the proper place, in proper time, on a proper price." (Dennis Adcock)

In a proper sense, it is the activity itself, in a wider sense it appears as a philosophy, and in an extended sense, it involves processes of the not profit-oriented areas.

DEFINITION OF MARKETING COMMUNICATION

Marketing communication is a form of institutional communication, which can be

by its purpose

- promotion
- image builder
- public service
- political

by its time course

- short term (promotion or tactical)
- long term (strategic)

by its subject

- product advertising
- brand advertising
- organizational (company) advertising

by its target

- B2C (business-to-consumer)
- B2B (business-to-business)

The contractor and controller of the marketing communication activity is the advertiser, who wants to send through its message to the target group by using the advertising media in the "classical" sense. This activity could be so extensive that it would require a special competence, therefore the advertiser should ask for help from an agency.

Through the variety of the means of communication and the development of technology behind them, the repository of the advertising media gets wider and wider. According to a previous classification, these media could be divided into ATL- and BTL-featured groups.

János PERGE: The presence of marketing in defence administration, with particular regard to the Hungarian defence forces within it

The ATL (above-the-line)-featured communication required a use of some kind of a medium, which was originally a press product (e.g. daily papers, magazines), the radio and the television. The media departments of the advertising agencies, which are operating as individual media agencies nowadays, previously managed, planned and engaged (bought) the "buyable" parts of these surfaces.

The BTL (below-the-line)-featured communication involved those activities which did not require any media for sending through the advertising message (e.g. direct mail, events, product- and brand clubs, business communication).

This borderline (line of advertisement) has already started fading away as billboards and POS started spreading. Nowadays, this borderline seems to disappear definitively as interactive technologies, user generated contents (UGC), virtual communities and online radios and televisions take up everything [4].

THE CONNECTION BETWEEN MARKETING AND DEFENCE ADMINISTRATION

The definition used above can be interpreted regarding defence administration as follows: The marketing communication of the organizations involved in defence administration is typically long, occasionally short-term, image building, public service, occasionally an organizational advertisement with political content, primary for the population.

In the period of the change-over, the socialistic propaganda has been gradually displaced by the application of modern means of marketing in the field of defence administration. It can be well seen these days, that a kind of conscious strategy appears in the communication between the population and the organizations involved in defence administration and the non-governmental organisations related to them.

The expedient shaping of the image of the defence administration organizations has a very important marketing effect. This involves appearance, behaviour or attitude. As far as appearance is concerned, uniforms are a spectacular marketing tool, which provides an opportunity for some organizations to express themselves to a certain extent. Appearance involves physique, since an athletic, strong, self-confident male is the symbol of assurance and strength. The behaviour of the individuals plays an important role in the judgement of defence administration organizations, since the extreme behaviour of a person can affect the image taken from the organization. There is a good reason that these organizations introduced fixed regulations which defines a code of conduct for certain situations (according to internal regulations and laws). But the members' appearance in public also has a significant affect on the shaping of the organization's image. The more and more authentic the appearance of the representatives of the defence administration organizations in the media, press, television, on posters, in different events, the more people will get to know these organizations, their tasks and roles, which supports the shaping of a positive organizational image. The energy invested in the shaping of a positive organizational image will be refunded abundantly in case of the

different kinds of state of emergencies, during the creation of social collaboration necessary for preventing extraordinary emergency situations and increasing the co-operation willingness of the population.

In recent years, significant technological changes have occurred, which can be used in the field of marketing as well. These technological changes demonstrate well, that communication turns more and more to web technologies. The internet is the most effective, most dynamically developing communication tool. Its growth is so quick, that every related data becomes out-of-date in a few months.

Since the internet connects different networks, users can bravely select any tool for performing their work, and can manage the data uniformly through the network. The protocols constructing and controlling the internet are available for everybody and supported by a lot of manufacturers, which can be the result of the effective standardization as well. The network is used to be available for researchers, tutors and military institutions only. The commercialization of the internet is increasing nowadays, since a lot of companies realize that this surface is essential for a successful business.

Its most important contribution is that in contrast with the one-way, message-spreading media, users are not just passive recipients, but also information sources, who can freely decide what kind of information they want, or what other information source they want to follow. Since the cost of publishing on the internet is insignificant, this allows several services working on non-business ground, or having very narrow target groups.

Let's see the history of the internet first! The internet, like many other technological tool, originated from military developments and wars. The cold war between the United States of America and the Soviet Union culminated in the 1960s. The American ministry of defence wanted to establish a network which could survive even a nuclear attack. In 1969, the United States Department of War created a packet switched network through a telephone line for experimental purposes (ARPA net: Advanced Research Projects Agency Network). More and more organizations connected to the network (e.g. educational and research institutions). Besides ARPA net, they had established another network called MIL net (Military Network) which operated with a similar technology, and connected these networks in 1983. After that, more networks have been connected to the ARPA net: MI net (the European version of MIL net), SAT net and WIDEBAND (satellite network), NFS net (National Science Foundation Network), BIT net (Because It's Time Network), USE net, etc., so this process created the network now we know as internet.

In the 1990s, the big computerized commercial service centres (CompuServe, America Online, etc.) also became available via internet, and the range of business applications are rapidly increasing ever since. Currently there are more than ten thousand different computerized networks available on the internet, serving more than ten million users. The internet has also affected the information organizing process within the institutions: that is why intranet, the corporate information system using the technology of the internet, has been created.

János PERGE: The presence of marketing in defence administration, with particular regard to the Hungarian defence forces within it

At present, Europe and America are connected with optical cables, and information transfer is also possible via satellites. The possible future perspectives involve the interlocking of the information, telecommunicating and entertaining industries, and using the internet as a uniform communication medium (so called ICE age: Information - Communication - Entertainment). Multimedia applications requiring high data transfer rate (high bandwidth) need to develop new technological solutions, which ensure the continuous transfer of multimedia information (e.g. sounds, motion pictures), namely guarantee the minimum bandwidth necessary for the transfer [6].

MARKETING COMMUNICATION AT THE HUNGARIAN DEFENCE FORCES

Before Hungary joined to NATO, media and media communication had already appeared in the army in the beginning of the 1990s. The Hungarian population was quite divided regarding the NATO membership, so the government and the Parliament tried to persuade voters on the advantages of the NATO membership via media communication. This was very important for the government, because the safety and future of Hungary particularly depended on the NATO membership. The intention of Hungary joining NATO was suggested by Gyula Horn, Secretary of State at that time, on 4th February, 1990. at first, but it took seven years to hold a referendum (16th November, 1997.). The government has taken a government decision to elaborate the communication strategy, which resulted in the creation of a new public administration hierarchy involved an Integration cabinet, Inter-Ministerial Committee on NATO integration and a NATO Communication Working Committee. The document on the guidelines of the communication strategy preparing the joining to the North Atlantic Treaty Organisation, and a communication strategy containing inside communication within the organization. The target group of the different, methodical influences performed by certain tools and aspired to be effective was every potential consumer group and all of the voters. The strategy used both the primary, demand-increasing and sales-promoting (short-term: referendum), and the secondary, style-shaping and attitude-forming functions (long-term: for the "whole period" of the NATO membership).

The message of the strategy, the advertising idea (e.g. the joining is the to welfare, or the essential tool to strengthen the democratic institutions, i.e. the NATO-product is missing from every household) appears through different idioms. (Text: "In case of NATO membership, your son does not have to join the forces". Picture: the NATO headquarters and the Parliament on one photo. Noise: the sound of "sovereign thinker" or "civil society" expressed in an actual and in a figurative sense, either). Recording the advertising idea on advertising media (film: e.g. a series called "Atlanti Express", CD-ROM: NATO poly) and displaying these by advertising media (every electronic medium, NATO-enclosures in daily papers and journals). The advertising media used by the strategy are primarily direct tools, since they target wide ranges of voters. In case of television and radio programs, some target groups are determined individually. This was performed in two ways: either a NATO-program was created specifi-

cally for each target groups (direct display – the programs of Nap TV), or a "NATO-panel" has been embedded into pre-existing programs (indirect display, corporate placement - TV-series called "Neighbours" and "Family Ltd."). The named target group was "the comprehensive public opinion" in the first case, while "women, provincial population and groups with less interests in politics" in the second case. (In case of radio programs, the strategy mentions the young besides the same differentiation). The series introducing NATO and broadcast on Duna TV ("NATO-mosaic" - amount of aid: 2.3 million HUF) were created specifically for "the special communication demand of viewers living outside the borders. A 6-part "documentary" on NATO (titled "Four-pointed star") was created concretely for the provincial cable- and local televisions (it had been broadcast in approx. 50 local televisions). The target group of the TV-program titled "Family Ltd." which was supported by the strategy of the MoD was "country women reachable only through soap-operas", while the target group of a cabaret also supported by the MoD was "the conscript- and regular personnel of provincial barracks".

Besides that, the strategy also used direct advertising media, which involved the NATO-stand organized at the BNV-area (in autumn 1997), the NATO-express which hosted the upper-class of the media-, business- and political groups (1995-1997), the Kecskemét International Air Show (May, 1997), NATO-panels and the sport- and cultural competitions for children (e.g. NATO-TO). There were a lot of direct mails, leaflets (brochures on NATO) and promotional gifts (T-shirts with "NATO" labels on them, balloons) present on these events. A spectacular promotional gift was that a child could travel to the NATO head quarters in Brussels organized by the popular children's program "Three wishes". The program itself and the NATO-enclosure of the daily paper Népszava created a program from this direct advertising tool.

All advertising media were involved in the "campaign", but the strategy was completed primarily through the electronical media. From July 1994, polls had been performed continuously, which showed that after an initial division, the number of people supporting the NATO membership were continuously increasing. The effectiveness of the communication strategy was well shown by the fact that 85,33% of the voters participating in the referendum voted in favour and only 14,67% of them voted against the membership. Thanks to this result, Hungary joined to the North Atlantic Treaty Organisation in 12th March, 1999. [7].

After the 90s, the next big challenge was the repeal of the military service in 2004, because previously this was the source of reinforcement for the army. After the change, the content of the Hungarian army was as follows:

- regular forces (regular officers with professional experiment in management positions and on special fields, with career path)
- contractual forces (through recruitment: the procedure involves a health and psychic aptitude test, a physical fitness aptitude test and an interview; the parties enter into an agreement on the establishment of the service, maximum 6 months probation is possible)

János PERGE: The presence of marketing in defence administration, with particular regard to the Hungarian defence forces within it

- voluntary reservist forces (undertake in a contract to participate in a drill while keeping their civil occupation and can be conscripted for performing a maximum of 6 month actual service in every 3 years, if necessary)

If the Parliament decides, this force can be complemented with the others based on the liability to military service, as regulated by the Fundamental Law of Hungary.

"We believe that we have established a modern army of the century. We have decided to create a professional armed forces, and the first step toward this is to establish volunteering. In order to that, we are going to improve the living- and working conditions within the army, rise wages for making military service competitive and attractive" - said Ferenc Juhász, Minister for Defence at that time in an interview for MTI in June, 2004. [8].

Ferenc Juhász had made a promise for accomplishing several important measures, and the effective and accurate communication of these promises towards the population is as important as the actual accomplishment of these promises, because it is the only way to achieve the expected effect.

The Hungarian Army tried to use new marketing tools in order to ensure the complement of the contractual forces necessary to establish a regular military force. Within the campaign started in November 2003, they tried to establish the base for recruiting 3-4 thousand new contractual soldiers in 2004, and up to two thousand in 2005. The organizers' aim was to establish a continuous connection with those groups that would become potential entrants for military service in the following years. In the interest of that, the Hungarian Army has created a toll-free green line for the interested parties. The campaign was advertised on posters, and by newspaper-, radio- and television advertisements. Persons who registered themselves got a video cassette by mail, then received other marketing packages first in every quarter, later in every month in order to keep their interest alive, or offered them actual employment in certain cases [16].

The campaign and the measures introduced for improving living- and working conditions resulted in the increase of the number of contractual soldiers to 7000 for the year 2007. In 2007, 1300 empty status were fulfilled with contractual soldiers, and 1500 new contractual soldiers are needed annually, calculated with a 15-20% estimated alternation [9].

According to General Tibor Benkő Chief of Defence Staff, the Hungarian Army could always provide a more calculable career path than a smaller civil business company, but in the past years, the army could not keep abreast of the salaries offered by the developing industry. Therefore the Mercedes-Benz Manufacturing Hungary in Kecskemét or the Audi Hungaria Motor Kft. in Győr meant a more attractive possibility for engineers and technicians. According to Tibor Benkő, introducing additional elements of the military career path and the continuously rising salaries between 2015-2019 within it could give an opportunity to keep the well-trained soldiers and to attract additional valuable employees.

The strategy started in 2003, targeting the improvement of the prestige and acknowledgement of the military career path and making it more attractive are still in progress. On 14th of April,

2016., the Parliament decided on introducing the new military career path and the salary improvement related to it, so soldiers get an average salary improvement of 30% from July 2015, then annually 5-5%, totally an average of 50% salary improvement till January, 2019, which is an effective persuasive to choose a military career path [5].

The Chief of Staff also mentioned that more than 5500 voluntary reservist joined the forces since 2011. Voluntary soldiers are proved to be a real, applicable and operational reserve in many times in the past years, so "the system lived up to expectations" - said, and added: recruitment also worked well. An important result was that the summer basic training was accomplished by six times more young people in 2014 than in the previous year. Besides the young, the army is planning to win over the ex-contractual soldiers for undertaking voluntary reservist service [10].

Based on the statement of Dr. István Simicskó Minister for Defence, the aim is the expansion of the voluntary reservist system, therefore several five-party meetings are necessary in the future on the improvement of the voluntary reservist system [17].

The marketing communication strategy of the Hungarian Defence Forces will also be improved continuously and will be supplemented by ever more varied, more modern and more effective tools. A highly positive example among those is a military TV-program started in 2013 by the Hungarian Television, called "In the cross hairs". The first season produced surprisingly good viewing figures, so after a short summer break, the first episode of the second season was broadcast in the Hungarian Television on 28th September, 2014. The program was a little bit improved, the main title and the main title theme were changed, and besides these externalities, the content of the program was also improved. The second season was built around only one theme, more local stand-ups and less post-narration were involved. More subtitles were used than in the previous one, the pop-up windows contain important background information and the pictorial world also became much more eventful, which made the program more young and dynamic. According to the viewing figures, more and more viewers are interested in the military TV program.

Communication via internet is an important part of the marketing communication strategy of the Hungarian Defence Forces. If someone types the name of the Hungarian Defence Forces into the most known search engine, it will result in 445,000 hits in 0.48 seconds (18th May, 2016).

Among the first hits, there is the nicely designed, well-organized website of the Hungarian Army, www.honvedelem.hu (Figure 1.), which provides detailed, up-to-date information on every organizational unit, their tasks, the latest home and foreign news, events and other topicalities, different publications of the Hungarian Defence Forces, it contains a video gallery, a photo gallery and even a webshop. The reader can directly comment on each content. The user can get to the different websites related to it by one click. The website provides an entertaining and matterful pastime for every reader. The only imperfection is the availability of the

János PERGE: The presence of marketing in defence administration, with particular regard to the Hungarian defence forces within it

website on more foreign languages, since the website can be read only in Hungarian and in English.

Besides the image creating and branding, the website also contributes to the success of recruitment. It also provides a well-designed, easily applicable and detailed brochure on how to become a regular soldier:

http://www.honvedelem.hu/container/files/attachments/8663/hogyan_lehetek_szerzodeses_katonara.pdf

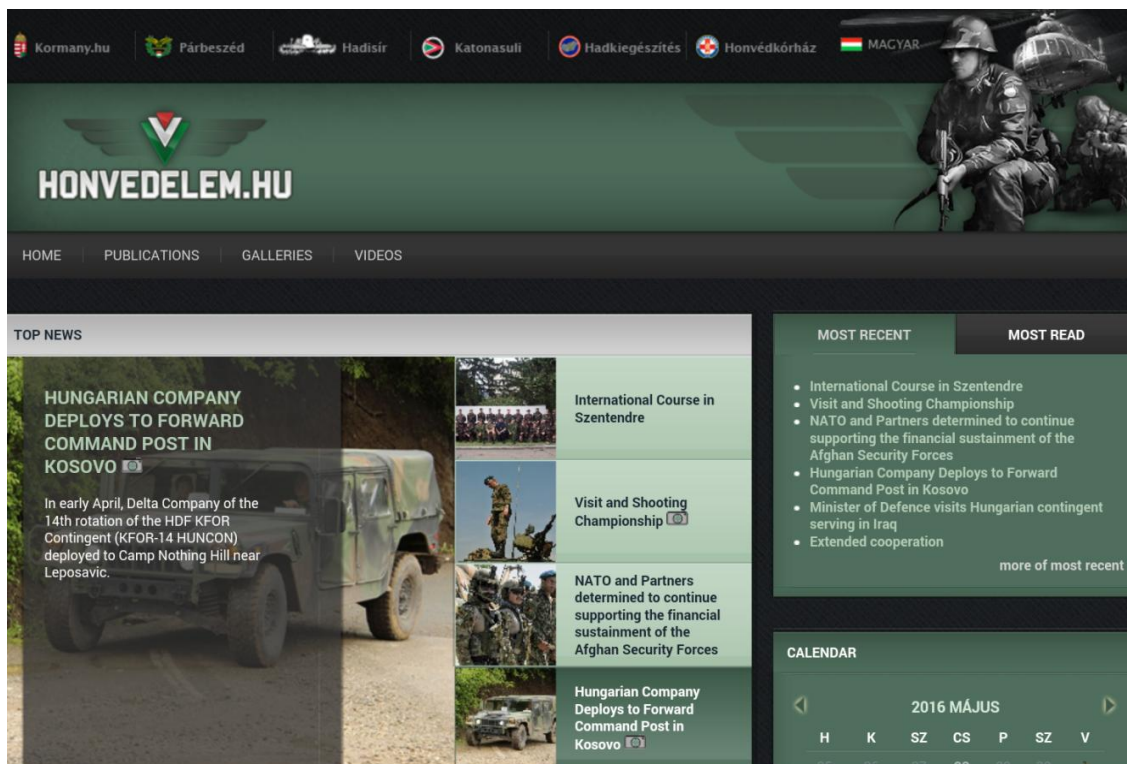


Figure 1. The website of the Hungarian Army³

Thanks to the changes mentioned in the beginning of this section, the reinforcement of the contractual soldiers are performed only by recruitment nowadays, that is why recruiting stations were established in shire-towns. These stations manage, co-ordinate and control the activity of recruiting the contractual and voluntary reservist forces. Plan and organize the aptitude test of the entrants, the regress for the basic training and directly to the military organizations, participate in the organizing and implementing of recruiting campaigns nation-wide and on regional level. Organize and control the recruiting activity performed for ensuring the enrolment headcount of the National University of Public Service Faculty of Military Sciences and Officer Training, and the NCO Academy, HDF. Their activity is supported by a very well-organized website containing a lot of information, called: hadkiegeszites.hu.

³Url.: <http://www.honvedelem.hu>

Besides the previously recognized recruitment processes, the Hungarian Army made a big step towards the population and introduced itself to civilian events in this year. On 14th May, 2016., they participated in the station of PlayIT and the annual fair in Debrecen, where the Hungarian Defence Forces Augmentation and Central Registry Command, the students of the Kratochvil Károly Military Secondary School and the soldiers of the HDF 5th 'István Bocskai' Infantry Brigade introduced themselves with armament technology demonstration, ability tasks and information publication. The young visitors were mostly interested in the BTR armoured personnel carrier parking in the hall and the weapons, but the aircraft simulator was also a big success. After accomplishing different playful military tasks, the bravest ones could get presents, so they could come to know the Hungarian Army through real experiences [18].

Besides the websites mentioned above, persons interested in the Hungarian Army can find several other online contents on the web. Such as the information portal of the Hungarian Defence Forces called Dialogue Side, or the honvedelem.lap.hu.

Within online communication, the social media is a new scene which requires a basic change of approach, and an immediate and flexible response, so it is not possible to back up every decision with research results, but the tactic of delaying also cannot be used. Not appearing on the online scenes has a meaning of turning from transparency, accountability, openness and dialogue itself to the citizens having more and more online life.

The Hungarian Defence Forces also applies social media communication within the online communication: manages its own, well-designed Facebook-site (Figure 2.), with its own photos, applications, regulations, multi-channel communication and regular updates. Its aim with all of that to appear in a communication medium where there is a possibility of a continuous information and dialogue, and on the other hand, it can reach such age groups which cannot be addressed by traditional tools or channels.

It is a considerable result that the Facebook page was liked by more than 61,000 persons since its few-year existence.

The admin of the page is an employee of the Ministry of Defence Press Office, who said that the Hungarian Defence Forces had an annual communication plan: "We use the Facebook-page as the central surface (with 8-10 updates daily), and the YouTube channel, which contains contents on the Hungarian Army (newsreels, magazine programs, reports, talk-shows, etc.) and reports, news coverages, magazine programs produced by our own company, HDF Zrínyi Topographical and Communication Service Public Utility Nonprofit Kft. Our Twitter channel contains the same Facebook-contents for the present and use it for quick reports on occasion, the use of Tumblr is under experimenting. Besides we have a weekly radio program of our own in Mária radio, which is edited by one of our colleague at the Ministry of Defence Press Office (MoD PO)." The social media surfaces are managed by the MoD PO. One person is responsible for the contents of the social media surfaces, the videos are made by the employees of Zrínyi Kft. There is a close co-operation with honvedelem.hu, which is also operated by Zrínyi Kft., and supervised by MoD PO. The employee responsible for social com-

János PERGE: The presence of marketing in defence administration, with particular regard to the Hungarian defence forces within it

munication is working as a government official in the ministry, and several soldiers is employed by MoD PO. The communication of the compliment of the Hungarian Defence Forces are regulated in details by the operative decree No. 72/2011. by the MoD, which involves the different rights, authorization processes and responsibilities. It is also regulated by the operative book of standing instructions. There is a special decree regulating the behaviour related to the social media in case of the areas of the missions, e.g. geotagging, posting any shares, photos, messages that pose a threat to the safety of the mission are forbidden, data protecting settings should be performed correctly, etc.; the training of this is the responsibility of the MoD PO [11].

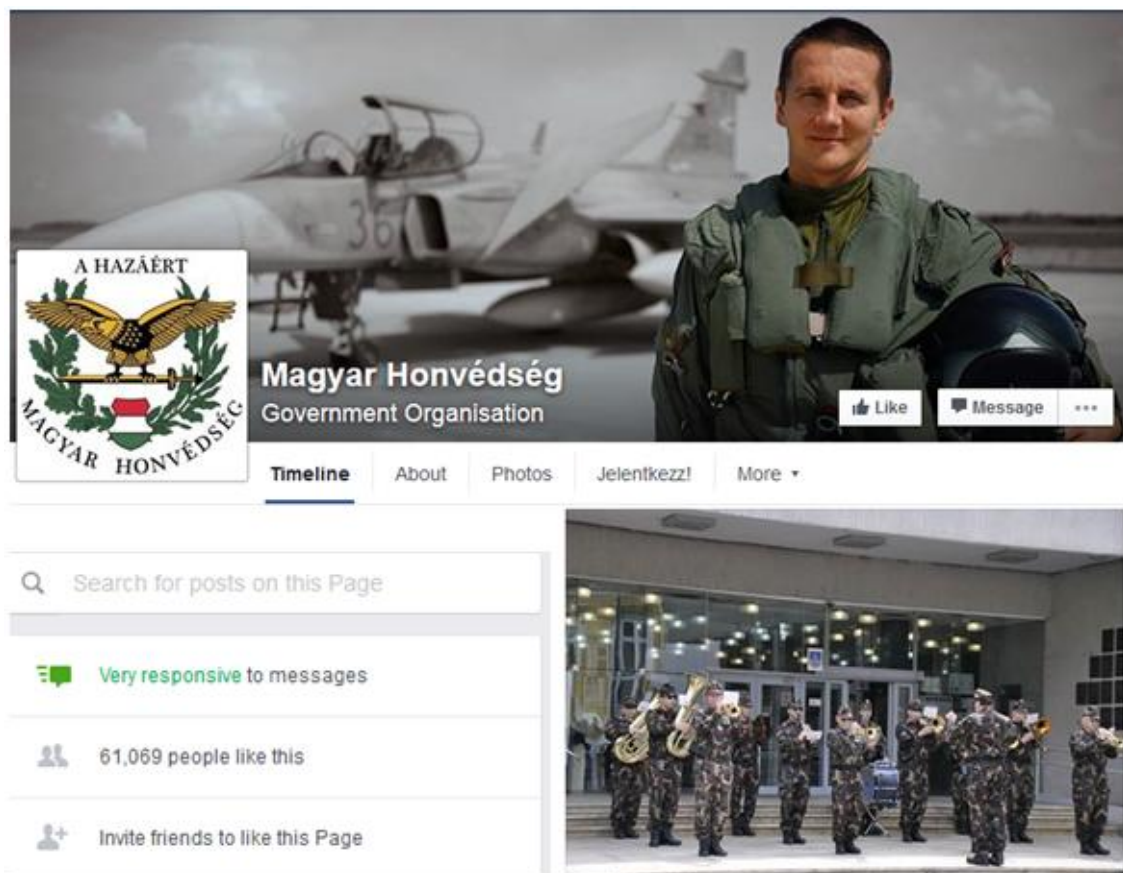


Figure 2. The Facebook account of the Hungarian Defence Forces⁴

The Ministry of Defence has initiated the Soldier School program for helping the home-defence education of the up growing generation, which introduced the subject of home-defence and the Hungarian Defence Forces to nearly ten thousand young people. According to the teachers and students of the participating schools, home-defence education is a real social demand, which the Ministry of Defence wants to continuously perform in the future as an accentuated task through the Soldier School program. The aim of the program involves educating to patriotism, spreading home-defence knowledge, patriotic, home-defence education

⁴ Url.: <https://facebook.com/magyarhonvedseg/?fref=ts>

and the real introduction of the military career. Although military age has been suspended in 2004, home-defence obligation has not. The latter is everyone's obligation, and the necessary basic knowledge is involved in the program. It is not a military training, but a voluntary participation with the educational institutions on basic-, secondary- and university education level, which involves study circles in primary schools, optional high-school graduation subject and optional subject in universities with a credit value. The voluntary participants get some knowledge which can be useful in civil life as well, such as topographical features and knowledge, first aid, etc. Within the training, the young can learn about the life of the soldiers and can get nearer to the military career. From September 2012, home-defence education got more accentuation when it became part of the secondary education for the first time in the country. In the interest of patriotic education, the subject called home-defence knowledge has been introduced. There is a continuous education on university level (NUPS) too, after which more and more students choose a military career [12].

NEW DIRECTIONS

The operation of the National Communication Office is an important part in the communication history of the Hungarian Defence Forces. According to the government decree published in the 135/2014. issue of the Magyar Közlöny (1st October 2014.), called No. 247/2014. (X.1.) the Office began working from 10th October, 2014. The office is a central budgetary authority operating as a central office, which is under the control of the minister responsible for the co-ordination of the government activity, and it is also the new advertising centre of the government. It supervises ministries, central public administration organizations, national, regional and local budgetary authorities and economic entities owned by the government which are under direct or indirect governmental control. The operation of the office aims to co-ordinate and control the public procurements related to governmental advertisements and PR communication based on regulated policies. It aims the effective supervision of the communication costs. Additional tasks of the office:

- provides professional supervision for the governmental communication tasks of the organizations concerned;
- co-ordinates the accomplishments of the governmental communication tasks;
- co-ordinates the public procurement demands related to communication products;
- implements the public procurement of services and products providing communication tasks for the organizations concerned and on behalf of those organizations;
- estimates the annual public procurement plan;
- implements public procurements and enters into public procurement agreements (framework contracts, public procurement contracts and individual public procurement procedures for procuring communication services and products related to them) and determines its own public procurement strategy;
- operates the central public procurement system [14].

János PERGE: The presence of marketing in defence administration, with particular regard to the Hungarian defence forces within it

According to the government's opinion, it is a great danger that criminals turn toward the internet from the traditional communication apparatus, so Minister of Interior Sándor Pintér has submitted a counter terrorism proposal to the Parliament (19th April, 2016.), upon which there were several five-party and professional agreements were held in the past weeks. One important part of the proposal is that the organization previously called Coordination Centre Against Organized Crime will continue its operation as a national security service under the name of Counter Terrorism Information and Criminal Analysing Centre. The government wants to create a new information centre, which analyses all of the data obtained by every national intelligence agency, having access to every existing national databases and can monitor the security and criminal situations in the country. After analysing the data, it will send accurate information to the decision-makers. The task of the organization is to construct the best possible comprehensive view on the terror or other threats, the internal security situation and the state of the public safety as a result of the processing and analysing of data threatening national security, law enforcement, public safety or other basic safety interests. The organization should operate an information system on all of these mentioned above and prepares reports for the government. The establishment of the Counter Terrorism Information and Criminal Analysing Centre could open an interesting new chapter in the communication history of the Hungarian Defence Forces.

SUMMARY AND SUGGESTIONS

On the whole, the online communication of the Hungarian Defence Forces and particularly the social media communication within it is significant among the governmental organizations and it could be an example for several companies operating in the private sector. It applies a lot of modern online communication tools (timeline, message wall, dialogue panel, Instagram,, etc.), which most governmental organization does not use on their pages. However great was the job done by the communication professionals of the Hungarian Defence Forces, there are some Web 2.0 applications which are still not used by them, therefore my suggestion is to use some of these sites.

Such site is the Wiki-application, which is the encyclopaedia of thematic specialities edited collectively and a great tool for team working; the site operates under the moderating, editing and participating conditions preferred by the operators. It has been mostly built around text contents, but there are a lot of illustration possibilities through embedment of multimedia elements and web contents. The Hungarian Defence Forces should operate a similar knowledge centre.

Another possibility is the Habitat Jam application developed and operated by IBM. This is a preliminary – global panel discussion, which is used by the UN for discussions with outsiders, to which there is a connection possibility from all around the world, from internet cafés or other sites, and allows the participation of up to 100,000 users.

The "Storytelling" application offers an even more creative application possibilities, like Voice Thread, which collects and shares group conversations from all around the world. This is a collaborative multimedia projector containing documents, pictures and videos, provides five different possibilities to comment: voice recording through a microphone or a telephone, through audio files or video files and by typing texts. It is also an application that can be exported to mp3 players or DVDs, so it can be played as an archive DVD film. It also has an innovative doodling function which allows to make signs in the film during playing. Groups can be created for friends, colleagues or for the public based on common interests. The My-Voice menu contains everyone's shared contents and groups, in one place. The security settings allow different rights for the different user groups. The applications can have a key role in the construction of the organizational memory, the displaying of the history of the organization, in the event marketing and in other messages.

At first it would be a strange idea to put the Hungarian Defence Forces into a virtual world based on the internet, for example into Second Life, which is very popular among 18-40-year-old men, who are the potential target group for recruitment. The Hungarian Defence Forces can create its own virtual organization, where the individual organizational units could have their own places in the virtual space. The user entering into the system could get into "real" interactions with their partners and the regular soldiers serving in the army, which could increase the reputation and acknowledgement of the organization and could create more interests to enter into the organization [13].

To reach the younger generation, the army should develop a free public online game, through which the young could get more knowledge on the organization, structure and tasks of the Hungarian Defence Forces. As far as marketing communication is concerned, social publicity is an important factor, for example introducing technical devices, or the professional knowledge of the military personnel, which could increase the acknowledgement and appreciation of the society towards the army. During marketing activity, the connection between law enforcement organizations and their environment, and the mutual understanding can be improved.

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