

You are holding another issue of our journal edited by a four-member Editorial Collegium, within which the editor-in-chief rotates from one issue to the next, always in cooperation with the Editorial Board and the Editorial Council. This has been the second issue since we adopted this innovative approach of editing. In point of fact, it is through our newly adopted editorial organisation that we strive to present the breadth of approaches, topics and areas within the realm of information and communication science we are concerned with, as well as to obtain a dynamic manner of editing our journal.

The year behind us, 2018, will certainly be remembered for the continuation of the rapid development of new technologies that have expanded our communication possibilities (from mass participation of individuals in the public forum through more effective dissemination of personal opinions and observations to the development of new forms of advertising). However, the year will also be remembered for the new challenges transpiring from these changes, to which we still do not have clear answers, in theory or in practice. It is particularly evident in terms of regulations regarding various issues, e.g., preventing and penalising fake news or copyright violations on social media, reducing the detrimental effect of media on children, limiting media manipulations and contemporary forms of hidden propaganda and so on.

At the same time, significant changes on the global political stage, many of which, unfortunately, do not contribute to the development of democracy, world peace and stability on the one hand, and the use of new communication tools and strategies in election campaigns and management of the image of politicians and parties on the other, have revealed to us some completely new phenomena and opened up new areas of research. Similar challenges and changes are also occurring in the corporate sector, the world of culture, sports or show business. These novel challenges set out new requirements in strategic communication in these areas, such as constant adapting and discovering new possibilities in creating mutual understanding and cooperation as well as influencing the opinions and behaviours of target publics.

We were convinced of this when analysing the numerous papers on diverse research topics that we received from all corners of the world. Guided by the high editorial standards of the journal, we have focused in this issue on the "interdependence" of media and children, as well as on the challenges of digital advertising and public relations.

There are three interesting articles, i.e. studies, presented in the first section which is dedicated to the media and children. The first one introduces the issue of the use of "smart" toys (connected to commercial databases) by preschool children, within the context of protecting their privacy and of media representation of this increasing problem. The second one also deals with preschool children and their overexposure to media content, and investigates how the media habits of parents affect children in terms of consuming media content. The third paper analyses the role and importance of professional media reporting in the promotion and protection of children and children's rights by analysing media practices related to humanitarian actions for children in Africa. Unfortunately, often as an alibi to create empathy for children in need, intimate parts of children's lives are revealed, thus undermining their rights.

The second section opens with an interesting and useful study on the effects of the rapidly growing Internet advertising (this kind of advertising has grown eightfold in Croatia over the last years, with Google and Facebook holding over 50% of the Croatian market), on the quality of journalistic reporting, the position of the journalistic profession, the quality of information consumed by citizens and the changes to readers' habits. The ever-increasing importance of digital advertising has brought to an end the traditional relationship between journalists and the public. Thanks to the new mediators and the race for profits, citizens are increasingly exposed to sensationalistic reporting, superficial news and unreliable information. In reality, an area that will certainly attract growing research and that demands quality regulations at the European Union level is concerned here. The remaining two articles deal with public relations. The first article researches the role of contemporary public relations in culture, using the *Gavella City Theatre* in Zagreb as the case study, while the second one takes us back to the earliest stages of the development of modern public relations and analyses the role and contribution of two American pioneers - Edward Bernays and Ivy Ledbetter Lee - to the development of the profession itself. We are hopeful that you will find the texts published in this issue of *Media Studies*, which also includes a number of useful reviews and notifications, both helpful and inspirational.

Božo Skoko

Editor-in-Chief
