

EDITORIAL

This year marks the 25th anniversary of the publishing of *Media Research*. Thank you for reading and supporting us in our efforts to be a high-quality academic journal which benefits our scholarly community. We would like to thank our international authors and contributors for their cooperation and valuable support from abroad.

In this issue we bring you several papers which theoretically and empirically examine the challenges of mass communication in today's digital environment.

In her article **Meeting the Challenges of Education for Media and Culture in the 21st Century: New Knowledge and Skills for Digital, Interactive and Participatory Environment**, Ana Martinoli examines some examples of good practice in higher education, in the field of media production and management, which demonstrate the indispensability of the interdisciplinary approach to the design of new education curriculums. Communication, production and sharing of media content in the era of digital media culture have created a participatory environment for non-institutionalized communication between numerous professional groups and online communities. According to the author, the aforementioned trends modify the tasks of formal educational institutions in such a way that they are expected to adapt to the dynamic, networked, multimedia market more quickly.

In his article **Denationalization and Agencification of Net neutrality Policy in Lithuania**, Deimantas Jastramskis focused his research on media policy, namely in relation to the issue of net neutrality (NN) in Lithuania. The research analyzes the conditions of political processes and the activity of political actors. The article argues that Lithuania's communication policy has essentially become denationalized since the country joined the EU. The issue of net neutrality policy was framed in the context of EU policy, while the national agenda of net neutrality policy was deemed irrelevant.

Filip Trbojević's article **Cultural Capital of Young Adults: Preferences and Transmission of Popular Music Genres among Students from the University of Zagreb** presents an interesting theoretical and empirical research conducted using an online survey on a convenient sample size (N = 632). Relying on Pierre Bourdieu's concept of cultural capital, the research investigated two aspects of music consumption among students of the University of Zagreb – their musical preferences and the extent to which these preferences result from the transmission of their parents' musical taste. The author established a positive correlation between students and their parents in terms of listening to classical, rock or blues music. Therefore, the author concluded that the parents' musical taste directs their children's musical preferences towards certain styles of music.

In their article **The Presentation and Characteristics of Socially Unacceptable Speech about Political Parties on Internet Portals on the Case of the Vukovar Protests 2018**, Vlasta Kučič, Nika Đuho and Ivan Balabanić analyze socially unacceptable speech on the most popular domestic online news portals (*Jutarnji.hr*, *Večernji.hr*, *Narod.hr*, *Dnevno.hr*, *Index.hr*, *Net.hr*, *Tportal.hr* and *Direktno.hr*), which was found in posts by journalists and citizens in relation to the protest which was held in Vukovar in October 2018. The analysis included a total of 906 items. Socially unacceptable speech was mostly expressed in the form of insults directed against political parties.

Barbara Lovrinić's article **Surveillance and Desire in Social Media: On Capitalist Discourse** explores two theoretical concepts for understanding the power relationship between social media owners and their users. The first concept is surveillance as an increasingly important factor in the political economy of communication, while the second one is the Lacanian concept of *desire* for acknowledgment/recognition of user's uniqueness, which is used to point to the source of what is preventing us, as users, from associating it with political economy issues. In her paper, based on two-way communication between social media owners and users, the author tries to demonstrate that old theories should not be dismissed as obsolete when it comes to this new form of relationship between technology, communication, politics, and economics.

We also present a few reviews of recent books. We would like to extend our gratitude to everyone who contributed to the publishing of this issue and we would particularly like to thank our authors and reviewers for their expert contribution to the quality of published articles. We invite you to further our cooperation. Send us your papers and book reviews.

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