

Original scientific paper

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SINIŠA KOVAČIĆ – ILIJA MUSA – ZORAN TOMIĆ
Croatian Catholic Network – University of Mostar

ONLINE MEDIA AND JOURNALISM ON SOCIAL NETWORKS – CASE STUDY SOCIAL NETWORK FACEBOOK

Abstract

Media and journalism have survived revolutionary changes through development of internet and information and communications technologies while the multimedia character of news processing has changed forms of collecting, production, editing and publishing news. The case study on the *Facebook* editing policies of the ten most widely read *news* portals in Croatia confirms that traditional journalism values, good and objective journalism are under strong pressure of productivity, efficiency and profitability and that online media are becoming more dependent on social networks. *News* portals abundantly use *clickbaiting* and other manipulative techniques in order to increase readership of the social media posts or increase virality of some “soft” news. The influence of news portals grows with everyday increase of the number of followers in social networks, whereas dominance of *Facebook* is significantly higher and it is not under question for the time being.

Keywords: *online media*; social networks; fake news; media manipulation; sources of information; digital marketing; public interest