

# EDITORIAL

This year *Media Research* celebrated 25 years of regular publication. Several people spoke at the anniversary celebration which was held at the Public Library “Bogdan Ogrizović”: academician Boris Senker, chairman of the Scientific Council for the Theatre, Film, Radio and Television of the Croatian Academy of Sciences and Arts; Prof. Dr. Sc. Nenad Prelog, chairman of the Institute for New Media and E-democracy (InMed) and member of the first editorial board in 1995; Dr. Sc. Igor Vobič, Assoc. Prof. from the Faculty of Social Sciences in Ljubljana, who is a current editorial board member; journalist Sanja Modrić, laureate of the Croatian Journalists Association lifetime achievement award in 2019; and finally Prof. Dr. Sc. Nada Zgrabljic Rotar, founder of the journal and editor-in-chief. In their speeches, the speakers highlighted the formative, communicative, and retentive role of *Media Research* in the creation of the scholarly community of media researchers, as well as the visionary decision to launch the journal during the difficult post-war period burdened by trauma and media issues. Since then, more than 300 scholarly and expert papers, theoretical and empirical research have been published by our authors and scholars from Australia, the USA, the Netherlands, France, Sweden, Poland, Macedonia, Serbia, Slovenia, Bosnia and Herzegovina, Finland, Spain, Hungary, the Czech Republic, Belgium, Italy, Lithuania, etc. Research areas can be grouped into three categories: a) social responsibility of the media and their role in political communication; b) specificity of the journalistic social discourse, ethics, self-regulation; and c) consequences and challenges the Internet poses to public communication. Around ten thematic issues of the journal have been published: Ethics and Journalism (guest editor Prof. Dr. Sc. Manca Košir); Interactive Publishing (Information Technology and Journalism, a conference in Dubrovnik organized by Prof. Dr. Sc. Nenad Prelog), New Media Agenda: For a European Media Policy in Croatia (guest editor Prof. Dr. Sc. Zrinjka Peruško) and other thematic issues: Photography as a Medium: Images of the Homeland War; Dilemmas of Contemporary Journalism; Media and the Public Interest, Media and the EU; Gender, Sexuality and Socialist Popular Culture; Participatory Journalism; Agency Journalism; and Media Literacy in the Digital Age. We shall continue to strive to accomplish our communicative and retentive mission in the field of communicology, insist on fundamental ethical principles, e.g. anonymous review process, strict attitude towards any predatory behaviour, zero-tolerance policy towards plagiarism, reliability of information and bibliographic data, transparency of editorial activities, visibility and availability. Excellent authors and reviewers help us to achieve our goals. We would like to take this opportunity to once again express our gratitude towards everyone for their 25 years of cooperation. We would also like to encourage you to further research media theory and practice.

This issue also contains topical and interesting themes.

In his article *Net neutrality policy debate in Croatia: Origins and policy actors*, **Mato Brautović** analyses the direction the policy-making process is taking regarding net neutrality in the Croatian public sphere and its connection to similar debates in the US and EU. The author investigates the policy actors influencing net neutrality, the course of the policy-making process and the role of the media in that process. Empirical data was collected from documents and posts found on government, media, NGO and industry websites. The findings show that there are two parallel debates on net neutrality and the character of the policy-making process: the debate going on in the mainstream and online media, where international topics and actors (the US, the EU) dominate, and the debate hidden from the Croatian public sphere, which is happening as part of panels and conferences (mostly organised by the Croatian Regulatory Authority for Network Industries), which points to the danger of non-transparent policy-making process regarding net neutrality in Croatia.

**Marin Milković, Jasminka Samardžija and Mira Ognjan** authored the article *Application of blockchain technology in media ecology*. By analysing contemporary academic research on blockchain technology, which imposes responsibility on media content creators for what they publish because it makes it possible to at any time determine the source and the author as well as the history of changes (which cannot be deleted nor modified) the authors make a valuable contribution to the fight against fake news. Their article is based on academic data sources and offers a comprehensive insight into the current application of blockchain technology in media ecology from a scholarly perspective.

In their article *On Thought Processes of Persons Suffering from ASD from the Perspective of Their Representation in Film: The Case of Temple Grandin*, authors **Marina Biti and Eva Brlek** examine the relationship between autism and the media. The case study of the film *Temple Grandin* (directed by Mick Jackson) is a source for analysing the neurocognitive perspective for identifying objective causes of autism spectrum disorders as well as communication issues caused by the disorder. The analysis of the film seeks to present the elements of the media, i.e. the film, which pull the audience into the structure of autistic consciousness, and the ways to overcome the handicap and turn it into an advantage. The media can play a major role not only in compensating for autistic disorders but also as a means of changing the public attitude towards people with autism.

In his article *The Evolution of the Concept of Public Diplomacy from the Perspective of Communication Stakeholders*, **Hasan Saliu** concisely and critically presents the development of the concept of public diplomacy based on recent literature and analysed and synthesized definitions by relevant authors. Saliu discusses and examines public diplomacy from the aspect of communication values in the contempo-

rary international environment and the new information age, which changed the old paradigm of propaganda and manipulation practice of the past into contemporary, two-way, interactive communication represented by modern public diplomacy.

In their article *Communication models of Croatian immigrants in New Zealand: from oral communication to social networking site*, authors **Ivana Hebrang Grgić and Ana Barbarić** examine the way communication among Croatian emigrants in New Zealand changed from oral communication and communication via newspapers to contemporary communication models via social networking sites in a historical context. Based on the copies found in New Zealand libraries and archives, the paper describes newspapers published from the 19<sup>th</sup> to the 21<sup>st</sup> century, as well as examples of social networking sites. The appendix of the paper contains bibliography which features all newspapers published by Croatians in New Zealand.

**Željana Ivanuš** is the author of the article *The case study of 24sata: The place of educational topics in tabloid journalism*. By using the content analysis method, the author investigates the educational content in the mentioned newspapers in order to confirm the hypothesis that their front page features educational content and not just gossip, scandals, lawsuits, and similar subjects. It was determined that almost a third of all analysed headlines published in 2017 contained educational topics, 44 of which were the main story of the day. However, even when it came to such topics, the paper kept its tabloid-style of editing, as evident from their tabloid-style headlines, which were additionally highlighted with the use of red and black colour, big photographs or infographics. Most of the topics were related to health, cookery, consumer protection, and finances.

We would like to extend our gratitude to everyone who contributed to the publishing of this issue. We invite you to continue our cooperation. Send us your papers, suggestions and commendations.

Prof. Dr. Sc. Nada Zgrabljic Rotar  
Editor-in-Chief