

MEDIJSKE STUDIJE

MEDIA STUDIES

ISSN 1847-9758 (tisak)

e-ISSN 1848-5030 (online)

UDK 316.77

DOI 10.20901/ms

Zagreb, lipanj 2021. / June 2021

MEDIJSKE STUDIJE / MEDIA STUDIES

Izdavač / Publisher

Sveučilište u Zagrebu, Fakultet političkih znanosti / University of Zagreb, Faculty of Political Science

Za izdavača / Official Representative

Andrija Henjak

Adresa Uredništva / Editorial Office

Medijske studije / Media Studies

Lepušićeva 6, 10 000 Zagreb, Hrvatska / Croatia

e-mail: ms@fpzg.hr

www.mediastudies.fpzg.hr

Urednički kolegij / Editorial Committee

(svi su s Fakulteta političkih znanosti Sveučilišta u Zagrebu, ako nije drukčije istaknuto / all from the Faculty of Political Science of the University of Zagreb, if not stated differently)

Marijana Grbeša Zenerović, Igor Kanižaj, Božo Skoko, Gordana Vilović

Uredništvo / Editorial Board

(svi su s Fakulteta političkih znanosti Sveučilišta u Zagrebu, ako nije drukčije istaknuto / all from the Faculty of Political Science of the University of Zagreb, if not stated differently)

Nebojša Blanuša, Mato Brautović (Sveučilište u Dubrovniku / University in Dubrovnik), **Viktorija Car, Marijana Grbeša Zenerović** (glavna urednica / Editor In Chief), **Hrvoje Jakopović, Igor Kanižaj, Stela Lechhammer** (tehnička urednica / Technical Editor), **Dunja Majstorović Jedovnicki, Božo Skoko, Dina Vozab** (izvršna urednica / Executive Editor)

Urednički savjet / Editorial Advisory Board

Dragan Bagić, University of Zagreb, Croatia, **Nico Carpentier**, VUB – Vrije Universiteit Brussel (Free University of Brussels), Belgium, **Arthur G. Cosby**, Social Science Research Center, Mississippi State University, USA, **Peter Dahlgren**, University of Lund, Sweden, **Maria Edström**, University of Gothenburg, Sweden, **Annette Hill**, University of Lund, Sweden, **Renee Hobbs**, Harrington School of Communication and Media, University of Rhode Island, USA, **Darren Lilleker**, Bournemouth University, UK, **Paolo Mancini**, University of Perugia, Italy, **David Morley**, Goldsmiths, University of London, UK, **Marina Mučalo**, University of Zagreb, Croatia, **Marta Rebollo de la Calle**, University of Navarra, Spain, **Orlin Spassov**, Sofia University "St. Kliment Ohridski", Bulgaria, **Ivan Šiber**, University of Zagreb, Croatia, **Barbara Thomaß**, Ruhr-University Bochum, Germany, **Lejla Turčilo**, University of Sarajevo, Bosnia and Herzegovina, **Dejan Verčić**, University of Ljubljana, Slovenia, **Barbie Zelizer**, University of Pennsylvania, USA, **Ivo Žanić**, University of Zagreb, Croatia

Suradnica Uredništva / Editorial Associate

Tanja Grmuša

Lektorica hrvatskog jezika / Croatian Language Editor

Tamara Gazdić-Alerić

Lektor engleskog jezika / English Language Editor

Saša Bjelobaba

Dizajn i grafički prijelom / Design and Layout

Vanda Čižmek

Davor Šunk

Naklada / Print Run

200

Tisk / Print

TOP DAN d.o.o.

Uvodna bilješka / Editor's Note	1
Magdalena Musiał-Karg, Izabela Kapsa: Polish Mass Media Coverage and Public Opinion on E-democracy. The Case of Electronic Voting / Izvještavanje masovnih medija i javno mnjenje o e-demokraciji u Poljskoj: slučaj elektroničkog glasovanja	3
Ayşen Gül: How Turkish Creative Professionals See Their TV Drama Industry: In-depth Interviews with Actors, Producers, Directors, Scenarists, and Distributors / Kako turski kreativni profesionalci vide industriju televizijskih drama: intervju s glumcima, producentima, redateljima, scenaristima i distributerima	19
Urša Golob, Medeja Kraševec, Tanja Oblak Črnić: Video Gaming Spectatorship: What Drives Gameplay Watching on YouTube? / Gledanje videoigara: što potiče gledanje igranja videoigara na YouTubeu?	40
Dragana Trninić: A Manner of Usage and Evaluation of Information on the COVID-19 Pandemic by Citizens of Bosnia and Herzegovina Within the Context of Five Core Concepts of Media Literacy / Način korištenja i vrednovanja informacija o koronavirusu (COVID-19) građana Bosne i Hercegovine u kontekstu pet ključnih koncepcata medijske pismenosti	57
Gabriela Galić, Domagoj Bebić: Politika komunikacija kandidata na društvenim mrežama na hrvatskim predsjedničkim izborima 2019./2020. / Political Communication of the Candidates on Social Networks in 2019-2020 Croatian Presidential Election	78
Nikša Dubreta, Karlo Lugarić: Društvena reprezentacija novih psihoaktivnih supstanci na hrvatskim portalima / Social Representation of New Psychoactive Substances on Croatian News Websites	103
PRIKAZI KNJIGA / BOOK REVIEWS	
Željka Tonković, Krešimir Krolo, Sven Marcelić, KLASIKA, PUNK, CAJKE: Kulturni kapital i vrijednosti mladih u gradovima na jadranskoj obali – Silvija Vuković	126
Vesna Lamza Posavec, METODOLOGIJA DRUŠTVENIH ISTRAŽIVANJA: TEMELJNI UVIDI – Hrvoje Jakopović	128
INFORMACIJE / INFORMATION	132

This issue of the Media Studies brings insights from Poland, Turkey, Slovenia, Bosnia and Herzegovina and Croatia. The journal thus continues its 12 years long tradition of publishing outstanding international and multidisciplinary research in media, communications, political communication, journalism, public relations, cultural studies and other related disciplines.

The first article by Magdalena Musiał-Karg and Izabela Kapsa discusses electronic voting and how this idea is perceived by the media and the public in Poland. They established that the Polish public supports digitalisation of political processes, including e-voting.

Ayşen Güл discusses globally popular phenomenon of *dizis*, Turkish TV dramas. Turkey has become the world's second-biggest TV drama exporter after the USA in 2016. However, Güл argues that the industry has been facing serious problems. The author interviewed creative professionals involved with the industry to discuss these challenges and to establish what needs to be done to sustain Turkish TV drama industry's export success.

Urša Golob, Medeja Kraševac and Tanja Oblak Črnič analyse an emerging phenomenon of video gameplay watching on YouTube. They deconstruct motives behind video gaming spectatorship and resort to the "uses and gratification theory" to identify four types of viewers – *Spectator, Performer, Selector, Viewer, and Substitutor*.

Dragana Trninić investigates how audiences in Bosnia and Herzegovina use information on COVID -19 and discusses their ability to recognize fake news and disinformation. She argues that age may be an important factor in predicting interest in pandemic-related news while education is possibly a predictor of the level of media literacy when it comes to identifying fake content.

The last two articles focus on Croatia. Gabriela Galić and Domagoj Bebić analyze the use of personalization strategies on Facebook in the 2019/2020 Croatian presidential election. They compare communication of the three most successful candidates and their use of privatization techniques.

Finally, Nikša Dubreta and Karlo Lugarić examine representation of new psychoactive substances on Croatian news websites. They conclude that Croatian media mainly use "society without drugs" frame to contextualize the topic.

This issue also brings one novelty for prospective authors. The journal transitioned to APA style of referencing, so we encourage our readers to check our revised Instructions for Authors.

Marijana Grbeša Zenzerović

Editor-In-Chief
