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**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

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(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)

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This issue of the Media Studies journal confirms journal's interdisciplinary focus, as well as its determination to cover wide range of media-related topics.

The first article by Christine W. Trueltzsch-Wijnen, Anca Velicu and Vilmante Liubiniene is a comparative analysis of the policies and the actual use of robots in education in Austria, Lithuania and Romania. The authors show that the investigated countries' educational policies aim at mirroring the Digital Agenda for Europe and that two opposite approaches to implementation of robotics can be identified – bottom up and top down. The second article is the study of the use of erotic appeals in advertising in the Czech Republic by Simona Bažantová, Eliška Štiková, Michal Novák and Daria Gunina. The authors use eye-tracking experiments and semi-structured interviews to determine effects of erotic appeals in three advertisements featuring male and female bodies. The results indicate that erotic appeals affect how consumers see the advert but also that the perception of the consumers depends on their perception of appropriateness of an erotic appeal. The third article by Norbert Vrabec and Ján Proner investigates the use of data journalism in Slovakia. They conclude that data journalism is an integral part of the newsrooms in Slovakia, although not a very prominent. The fourth contribution focuses on public relations and public diplomacy. Božo Skoko provides a detailed analysis of the relationship between public relations and public diplomacy. He considers that public diplomacy and public relations should not be seen as separate discipline but should join forces to achieve the best effects. In the next article Tonči Kursar takes us to the obscure world of Todd Phillip's Joker. Kursar argues that Joker lives in a sort of 'illusion' or 'false consciousness' which is in the article then interpreted through various concepts of ideology. Finally, the last study in the issue by Mirela Holy explores how documentary films frame the concept of sustainable fashion. She concludes that fashion documentaries use manipulative persuasion techniques to impact the publics but that they do not do much to integrate audiences, which in the end may diminish the persuasive efforts of these documentaries.

This issue of the Media Studies journal is an exciting collage of studies that provides the evidence of technological, symbolic and persuasive power of contemporary media and communication. We hope you'll enjoy it.

**Marijana Grbeša Zenzerović**  
Editor-In-Chief

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