

UVODNIK

U ovom broju donosimo rezultate istraživanja medija nekoliko znanstvenika iz Hrvatske, Slovenije i Crne Gore. Članci nisu tematski povezani pa pokazuju svu širinu i raznolikost istraživanja medija i medijskih sadržaja.

Vesna Karuza Podgorelec u članku **Potencijal političkih serija „kvalitetne televizije“ na primjeru serije „Novine“** polazi od teze da takve serije kvalitetne televizije pridonose suvremenoj političkoj kulturi. U svom istraživanju provedenom na 522 ispitanika potvrdila je značajnu narativnu persuziju serije u svim istraženim kategorijama kao što su percipirani realizam, identifikacija s likovima, emocionalna involviranost, evaluacija narativa te zainteresiranost za narativ. Elementi su međusobno snažno povezani, a najveći je poklonik takvih serija kvalitetne televizije visokoobrazovana publika.

Vesna Kalajžić, Marijana Ražnjević Zdrilić i Dejan Jontes analiziraju izvještavanje o klimatskim promjenama u nekim odabranim mrežnim medijima u Sloveniji i Hrvatskoj. U svom članku **Između negiranja i „celebritizacije“: praćenje klimatskih promjena u slovenskim i hrvatskim online medijima** koriste kombinaciju kvantitativnih i kvalitativnih metoda za analizu izvještavanja o dvama medijskim događajima. To su održani UN-ov Summit o klimatskim akcijama 2019. i izvještavanje o klimatskim štrajkovima iz 2019. godine. Zaključuju kako je izvještavanje o tim događajima u medijima vrlo različito oblikovano, često dijametralno suprotno, a problem je česta „celebritizacija“ teme.

Gordana Varošaneć-Škarić i Branka Šegvić u članku **Muška i ženska retorika u političkom intervjuu** analiziraju pitanje političkog diskursa televizijskog intervjua kada je novinaru sugovornik muškarac ili kada je sugovornik žena. Cilj istraživanja bio je ustvrditi postoji li razlika u komunikaciji i kakva je ta razlika. Drugi je istraživački zadatak bio analizirati postoji li razlika u muškoj i ženskoj argumentaciji, što se može tumačiti različitim društvenim položajem muškaraca i žena u društvu i odnosima moći.

Marija Erl Šafar, Tihana Lubina i Roberta Subjak u članku **Njemačko novinstvo na području Osijeka: od 1848. do 1945. godine** prikazuju razvoj novinarstva na njemačkom jeziku u gradu Osijeku. Pregledno istraživanje temeljeno na logičkoj i kronološkoj podjeli objavljenih stručnih i znanstvenih radova, daje uvid u osječke njemačke novine, različite sadržajem, tempom izlaženja i duljinom izlaženja. Te su novine bile magazinskog tipa i pratile su politiku, znanost, gospodarstvo, umjetnost, kulturu, a brojni su Hrvati također bili i njihovi suradnici.

Jovana Davidović fokusira svoju istraživačku pozornost na medijsku politiku. U članku **Dosljednost europske medijske politike: medijska koncentracija na primjerima Crne Gore i Srbije** propituje u kojoj je mjeri europska medijska politika dosljedna u uklanjanju koncentriranoga medijskog vlasništva. Ustvrdila je da Crna Gora i Srbija usklađuju svoje medijsko zakonodavstvo s europskim, ali da još uvijek imaju izražen problem s medijskom koncentracijom, odnosno transparentnim medijskim vlasništvom, javnim financiranjem i političkim utjecajem na medije.

Filip Trbojević i Lucija Šikuten u članku **Prevalencija, oblici i prediktori elektroničkog nasilja među učenicima** proveli su istraživanje u dvjema zagrebačkima osnovnim školama metodom ankete na uzorku od 269 učenika 5. i 8. razreda o uzrocima i oblicima sve češćeg nasilja i nasilnog ponašanja mladih u virtualnom okruženju. Rezultati istraživanja pokazali su da je 24,5 % svih ispitanih učenika u posljednja dva mjeseca bilo na različite načine nasilno prema virtualnim prijateljima. Ta pojava virtualnog nasilja među djecom sve više zabrinjava, a može se ublažiti samo predanom suradnjom škole, roditelja, stručnjaka i medija.

Zahvaljujemo svima koji su pridonijeli izlaženju ovog broja. Šaljite nam svoje znanstvene radove, recenzije knjiga, prikaze skupova, kao i pohvale i kritike.

Nada Zgrabljčić Rotar
Glavna urednica

EDITORIAL

In this issue, we present the results of media research conducted by several scholars from Croatia, Slovenia and Montenegro. The articles do not share a common theme. Therefore, they showcase the full breadth and diversity of media (content) research.

In her article **The Potential of Quality Television Exemplified by the TV Series *The Paper***, Vesna Karuza Podgorelec uses the thesis that such quality television political series contribute to the modern political culture as a starting point. In her study conducted on 522 respondents, she managed to confirm the presence of significant narrative persuasion of the series in all explored categories, i.e. perceived realism, identification, emotional involvement, narrative evaluation and interest. These elements are strongly interconnected, while the main fan base of such quality television series consists of well-educated audience members.

Vesna Kalajžić, Marijana Ražnjević Zdrilić and Dejan Jontes analyze climate change coverage in selected online media outlets in Slovenia and Croatia. In their article **Between Denial and Celebritization: Online Media Coverage of Climate Change in Slovenia and Croatia**, the authors analyze the coverage of two media events using a combination of qualitative and quantitative methods. The media events in question are the United Nations Climate Action Summit and the 2019 climate strikes. The authors conclude that the coverage of these events was very differently framed in the media, often completely opposed, and identify the frequent “celebritization” of the topic as the main problem.

In their article **Male and Female Rhetoric in Political Interviews**, Gordana Varošanec-Škarić and Branka Šegvić analyze political discourse in television interviews conducted with male and female interlocutors. The study aimed to determine whether there is any difference in communication when interviewing men and women, and what that difference might be. The other research objective was to analyze whether there are any differences in male and female argumentation, which can be attributed to the social position of men and women and their power relations.

In their article **German Newspaper Publishing in Osijek: From 1848 until 1945**, authors Marija Erl Šafar, Tihana Lubina and Roberta Subjak provide a historical overview of German journalism in Osijek. This review article, based on the logical and chronological breakdown of published scientific works, provides insight into the newspapers published in German in the city of Osijek. The newspapers differed in their content, frequency of publication and longevity. These newspapers were similar to magazines and covered topics such as politics, science, economy, art and

culture. In addition, many Croats worked as contributors. authors Marija Erl Šafar, Tihana Lubina and Roberta Subjak give a historical overview of German journalism in Osijek. This review article based on the logical and chronological breakdown of published scholarly and scientific papers provides insights into newspapers published in German in the city of Osijek. Newspapers differed in their content, publication frequency and longevity. These newspapers were similar to magazines and covered topics such as politics, science, economy, art and culture. Furthermore, numerous Croats contributed as associates.

Jovana Davidović focuses her research on media politics. In her article **Consistency of the European Media Policy: Media Concentration in Montenegro and Serbia**, the author investigates the consistency of the European media policy in eliminating concentrated media ownership. She found that Montenegro and Serbia have harmonized their media legislation with European regulations, but that they still exhibit profound problems with media concentration, i.e. transparent media ownership, public funding and political influence on the media.

In their article **Prevalence, Forms, and Predictors of Cyberbullying Perpetration**, Filip Trbojević and Lucija Šikuten conducted a survey in two elementary schools in Zagreb. The survey sample consisted of 269 5th and 8th grade students. The study aimed to investigate the causes and forms of increasing violence and violent behavior among young people in cyberspace. The results showed that 24.5% of students who participated in the study displayed different forms of violent behavior in cyberspace towards their peers. This phenomenon of virtual violence among children is of growing concern and can only be mitigated by the dedicated cooperation of schools, parents, professionals and the media.

We would like to extend our gratitude to everyone who contributed to the publication of this issue. You are welcome to send us your research papers, book reviews, conference reviews, as well as praise and criticism.

Nada Zgrabljic Rotar
Editor-in-Chief