

UVODNIK

U ovom broju *Medijskih istraživanja* donosimo sljedeće znanstvene radove:

U članku **Ne žele biti teret svojoj stranci: komuniciranje političara u Hrvatskoj, vezano za korupcijske i druge afere (2010/2021)**, Dražen Lalić, Marin Galić i Anita Culifaj istražili su komunikacijske obrasce političara u aferama. Metodom kvalitativne analize sadržaja 35 afera, u 471 izjavi ključnih aktera, ustvrdili su da je moguće identificirati tri faze ponašanja političara: faza negiranja, faza prebacivanja krivnje najčešće na medije i faza podređivanja osobnog interesa interesu stranke. Afersko komuniciranje političara odlikuje lojalnost stranci i intenzivna upotreba vlastitoga socijalnog kapitala za očuvanje osnovnog ugleda.

Mirela Holy i Nikolina Borčić u članku **Novinarski diskurs na portalima i Twitteru – medijski poligon borbe medijske pismenosti i lažnih vijesti?** istražuju upotrebu društvene mreže Twitter u Hrvatskoj među novinarima i njihovu percepciju širenja lažnih vijesti na internetu. Autorice prezentiraju model za analiziranje međudnosa između medijske pismenosti i stvaranja dezinformacija u hrvatskom medijskom prostoru koji pokazuje kako hrvatski novinari nisu dovoljno informirani o medijskoj pismenosti i mogućnostima koje ona pruža za borbu protiv lažnih vijesti.

Jožica Čehovin Zajc i Tinca Lukan u članku **Od rada iz nade do nade za novinarstvo: karijerni putovi prekarnih novinara milenijske generacije u Sloveniji** u svojem longitudinalnom istraživanju, provedenom metodom dubinskog intervjua u 2017. i 2021. godini, fokusiraju se na uvjete i promjene prekarnog rada novinara u Sloveniji. Rezultati istraživanja pokazali su da su se strukturni uvjeti rada u novinarstvu pogoršali, da se jedan dionovinar preusmjerio na rad u odnosima s javnošću, nekritički se baveći kontrastnim poslovima tih dvaju zanimanja, a onaj dio novinara koji održava ideale novinarske profesije gradi profesionalnu karijeru u prekarnim uvjetima rada.

Marija Lončar, Zorana Šuljug Vučica i Larisa Hržić u radu **Instagram: prilog sociološkim istraživanjima aktivnosti mladih na društvenim mrežama** ispitala su iskustva korištenja Instagrama među mladima u Splitu. Na prigodnom uzorku (N=566) ispitala su 2019. godine aktivnosti i razlike u komunikacijsko-interakcijskim aspektima u korištenju Instagrama s obzirom na spol korisnika.

Članak Morane Franov i Gordane Tkalec **Od mitologije do pop-kulture: intertekstualnost u videoigri Vještac III** deskriptivna je studija slučaja provedena formalnom analizom obilježja videoigre *Vještac III: Divlja potjera*. Istraživanje je provedeno s ciljem utvrđivanja na koji se način koristi intertekstualnost te kako

se time pridonosi zanimljivosti, privlačnosti i uspjehnosti igre. Intertekstualnost se pojavljuje u verbalnom, pisanom i vizualnom obliku, a stematskog aspekta pokriva područje mitologije, književnosti, glazbe, ekonomije, gastronomije.

Zahvaljujemo svima koji su pridonijeli izlasku ovog broja. Pozivamo vas da nam i dalje šaljete svoje radove, pohvale i kritike.

Nada Zgrabljic Rotar
Glavna urednica

EDITORIAL

In this issue of *Media Research*, we are proud to present the following scientific papers:

In their article titled *They Do Not Want to Be a Burden to Their Party: Political Communication in Croatia Regarding Corruption and Other Scandals* (2010/2021), Dražen Lalić, Marin Galić and Anita Culifaj have studied the patterns of political communication regarding scandals. Using the method of qualitative content analysis of 35 scandals, on the basis of 471 statements by key actors, they have shown that it is possible to identify three stages of politicians' conduct: denial, scapegoating (with the media most often on the receiving end), and subordinating personal interest to the interest of the party. Political communication regarding scandals is characterized by loyalty to the party and intensive use of their own social capital to preserve their reputation.

In the article *Media Discourse on Web Portals and Twitter – an Online Battleground for the Combat Between Media Literacy and Fake News?*, Mirela Holy and Nikolina Borčić examine the use of the social network Twitter in Croatia among journalists and their perception of the spread of fake news on the internet. The authors present a model for analysing the relationship between media literacy and the emergence of disinformation in the Croatian media space, which shows that Croatian journalists are not sufficiently informed about media literacy and the related possibilities for combating fake news.

Jožica Čehovin Zajc and Tinca Lukan have based their article *From Hope Labour to Hope for Journalism: Career Trajectories of Precarious Millennial Journalists in Slovenia* on the conclusions of their longitudinal survey conducted using the in-depth interviews in 2017 and 2021. They focused on the conditions and changes to the precarious work of journalists in Slovenia. The results of the survey have shown that the structural conditions of working in journalism have deteriorated, and that certain journalists have switched to working in public relations, uncritically dealing with the contrasting tasks of these two professions, while the journalists who maintain the ideals of the journalist profession are pursuing their professional careers in precarious working conditions.

Marija Lončar, Zorana Šuljug Vučica and Larisa Hrzić have shed a light on the experiences of young Instagram users from Split in their paper titled *Instagram: A Contribution to Sociological Research of Youth Activities on Social Networks*. In 2019, they conducted a research on the activities and differences in communication

and interactive aspects of the use of Instagram on a convenience sample of 566 respondents, divided by gender.

The article written by Morana Franov and Gordana Tkalec, *From Mythology to Pop-Culture: Intertextuality in the Video Game The Witcher III*, is a descriptive case study conducted by means of a formal analysis of the features of the video game The Witcher III: Wild Hunt. The study has been conducted with the aim of determining how intertextuality is used and how it contributes to the appeal and success of the game. Intertextuality appears in verbal, written and visual forms, covering topics related to mythology, literature, music, economy and gastronomy.

We give our thanks to everyone who has contributed to the publication of this issue. We encourage you to keep sending us your works, praise and criticism.

Nada Zgrabljic Rotar
Editor-in-Chief