

**MEDIJSKE  
STUDIJE  
MEDIA  
STUDIES**

ISSN 1847-9758 (tisak)  
e-ISSN 1848-5030 (online)  
UDK 316.77  
DOI 10.20901/ms  
Zagreb, lipanj 2023. / June 2023

**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*

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Tisak / *Print*

Grafika Markulin d.o.o.

Objavlivanje broja 27 (2023.) poduprlo je Ministarstvo znanosti i obrazovanja RH / *Issue 27 (2023) has been published with the support of the Ministry of Science and Education*

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The inaugural issue of the *Media Studies* journal for 2023 presents eight studies that delve into the transformations occurring within the contemporary media landscape. These studies explore various aspects, such as shifts in the media environment, representations, and audience responses. By addressing the challenges brought about by the evolving communication setting, these papers provide valuable insights into the current state of media studies.

The first study, conducted by Zlatan Krajina and Antonija Čuvalo, explores how mobile phone users negotiate attention through their interaction with social media on mobile devices. The content is presented through the so-called "infinite scroll" or the endless generation of new content, designed to keep users engaged. Their analysis reveals that participants' skills in quick and concise communication enable them to meaningfully respond to the dual pressure of maintaining presence in both social and media spaces.

Marina Mučalo and Anita Šlentić's second study focuses on the migration of radio listeners from traditional devices to digital platforms in Croatia. The authors observe that the shift is relatively slow and contrary to their initial expectations, not significantly influenced by generational differences.

The following two articles examine the representation of controversial issues in Portuguese and Croatian news media and how readers respond to them in the comments. Eduardo Antunes and Rita Basílio Simões analyze Portuguese mainstream media coverage of the burkini bans in France, along with readers' comments. They conclude that Portuguese news media tend to seek neutrality in their coverage, while readers' comments often perpetuate orientalist stereotypes against Muslim women. Nada Zgrabljic Rotar, Tamara Kunić, and Ljubica Josić analyze readers' comments on Croatian news websites regarding the controversial proposal of the University of Zagreb to award an honorary doctorate to the Mayor of Zagreb, Milan Bandić. The study explores these comments within the theoretical concept of the digital public sphere and the concept of the deliberative-democratic public sphere. The results indicate a highly negative attitude of citizens towards the proposal, with a connection implied between negative stylistic expressions in article titles and photographs and the attitudes of commentators.

The subsequent two contributions focus on ethics. Dunja Majstorović, Gordana Vilović, and Željana Ivanuš examine journalism students' attitudes towards the most significant ethical issues in contemporary journalism. Their research reveals that journalism students consider identity disclosure and sensationalism as the most severe ethical concerns in today's journalism. Magdalena Ivakić and Anita Mandarić Vukušić investigate how young children and preschoolers are portrayed in photos on their parents' Instagram profiles and analyze the extent to which children's rights are protected. The study uncovers frequent sharing of information about one's own children, a superficial understanding of the responsibility towards representing children's rights, and a lack of respect for children's right to privacy.

The final two studies venture into the realms of fiction and corporate communication. Irena Sever Globan and Paula Marija Stier examine the representation of romantic myths in European films. Their content analysis reveals that, unlike Hollywood films, analyzed European movies tend to focus more on challenges than on romantic myths. Lastly, Davor Trbušić and Hrvoje Jakopović's study investigates the crisis communication preparedness of large Croatian companies. The results indicate that these companies are well-prepared for crisis communication.

**Marijana Grbeša Zenzerović**

Editor-In-Chief

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