

# EDITORIAL

Dear Reader, in this issue of Media Research, we are proud to present the following scientific papers including research and analysis of social events and phenomena that form part of media content.

**Elements of War Propaganda in Volodymyr Zelenskyy's Crisis Communication** have been analysed by Hrvoje Jakopović, Olha Šaran and Lovro Lukavečki. By scrutinising the publicly available speeches made by President Zelenski, the authors have taken note of the elements of war propaganda the said speeches contain and shown the extent to which they appear. Their starting point was the systematisation of the ten principles of war propaganda by Anna Morelli, serving as the basis for the generic framework, that is, the matrix of the analysis. Their study has shown that Zelenski, on average, heavily relies on elements of war propaganda in his speeches, and that the incidence of these elements is twice as high in his international as it is in his national speeches.

Debunking disinformation is an extremely important process that involves discovering, analysing and providing correct information in order to rectify and refute false or misleading claims. In their article titled **Debunking Disinformation**, Krunoslav Antoliš and Jurica Pačelat have presented methods for better education on ways to recognise and challenge false or misleading claims. These methods can be widely applied and very useful, and not only for police work in regard to which the study has been conducted. Along with outlining the application of various software tools, which are used depending on the type and format of the information that needs to be verified, the authors also explain in great detail just how important it is to systematically and critically analyse news content, verify the source and its credibility, as well as additional sources, factual data, context – and always be wary of media content. They have concluded that countering disinformation requires comprehensive and cooperative strategies that include education, regulation, cooperation between sectors, and the application of technological tools for information analysis and verification.

Luka Gubić and Nina Gumzej have presented their latest work, **The Future of Digital Tracking: Challenges and Opportunities in the Regulation of Cookies and Related Technology in the Republic of Croatia**, as the first comprehensive study on the compliance of information on the use of cookies. Based on their review of the relevant literature and the legal framework of the EU and Croatia, the authors have analysed the specific nature of the domestic environment of cookie banners. By inspecting the state of 55 domestic websites, they have identified a significant difference in transparency and compliance with European regulations, as well as revealed that certain websites resort to dark patterns, which include tacit forms of consent and redirecting to settings for rejecting cookies, which are not in compliance with the conditions for valid consent. They have also identified frequent misapplication of the basis of legitimate interest, where consent for processing data

is illegally implied. The authors have concluded that all of the above indicates a need for redressing bad practices, improving the transparency of consent and user experience, and encouraging educational activities for site managers.

Tihana Đumić, Božidar Veljković and Toni Čabraja are the authors of the article **The Role of Facebook in Changes in Interpersonal Communication Patterns and the Concept of Romantic Relationships**, which deals with the public perception of the alienating effects of Facebook with regard to primordial and primary social interactions between women and men, as well as the ways in which this type of correspondence can serve as a catalyst and prelude to future communication of any kind. The results of their study have shown that the majority of respondents frown upon using social media as a channel for arranging hook-ups or dates possibly leading to a relationship. They consider this sort of virtual communication to be a poor substitute for real emotional connection and do not perceive it as an appropriate means for engaging in emotional or sexual encounters. Most of the respondents do not consider social media a threat to stable emotional relationships, but the majority do see them as an opportunity for sexual exploits, escapades and affairs.

For the sake of his article titled **Rebranding of Narodni radio into Bravo! and Gold FM into Happy FM – Increasing Listenership or Simply Changing the Image**, Marin Galić has analysed two cases of rebranding of radio stations in the Croatian media landscape. The decision to rebrand is most often made with the aim of increasing listenership, i.e. changing the image, which targets a new listener profile based on the advertisers' design. This paper analyses the effectiveness of rebranding in two cases by means of a survey conducted among listeners, thereby exploring the reasons why management decided to go in this direction. The results of the study have shown that Narodni radio was only partially successful in changing its image by rebranding, in the sense that younger, more educated and urban audiences started listening to bravo! However, the number of listeners has decreased. Gold FM also may not had been at the very top in terms of listenership, but it boasted a good image and high-profile listeners. After the rebranding, Happy FM has seen a significant decrease in listenership and lost the type of listeners that used to tune in to Gold FM and that the advertisers aimed at.

In their paper titled **Characteristics of Native Advertising on the Most Popular Croatian Web Portals**, Davor Trbušić, Dražen Maleš and Luka Šikić have carried out an analysis of 543 articles published on the selected Croatian web portals in order to set out the elements of increasingly prevalent native advertising. These hybrid forms of media content are designed to mirror editorial or other journalistic forms (primarily the news) even though they are, in fact, sponsored content. The study conducted in this paper has shown a positive trend, that is, that the majority of portals, except for two cases, observed the good and compulsory practices of correctly labelling sponsored content.

We extend our thanks to everyone who contributed to the publication of this issue, especially the authors and reviewers. Do feel free to send us your papers, empirical and theoretical works, reviews of books and collections, as well as criticism and praise.

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