

EDITORIAL

Dear readers, welcome to the second issue in the thirtieth year of *Media Research*'s continuous publication.

This more compact issue features four scholarly articles presenting findings from research into journalistic and media practices, as well as an analysis of publication trends in this journal up to 2015.

In their article **The Synchronising Role of New Actors in Digital News Production**, Melita Poler and Marko Milosavljević examine how news is produced within the evolving landscape of digital media. In this environment, news creation involves not only journalists but also a growing number of “hybrid” actors, such as IT specialists, technicians, public relations professionals, and marketing experts – all working towards a shared goal of tailoring news content to market demands. Using a qualitative method based on semi-structured interviews, the authors explored the perspectives of media professionals from France, Lithuania, Sweden, and the United States regarding these new conditions of news production and distribution. Based on their findings, the authors conclude that there is a broad, unified consensus that these emerging dynamics are “undermining the traditional division between editorial and commercial departments.”

In his article **Critical Junctures, Actors, and Policy Instruments of the Illiberal Turn in the Media Systems of Hungary and Poland**, Filip Trbojević addresses the broader structural issue of the relationship between politics and the media in Central and Eastern Europe. By applying a theoretical and analytical framework that can also be used to examine similar conditions in other countries within the same geopolitical region – countries facing comparable challenges of “democratic backsliding”, declining media freedom, and increasing international criticism – the author analyses developments in Hungary and Poland through three core research questions: What were the key turning points that triggered the illiberal shift in the media systems of Hungary and Poland? Which actors initiated and continue to sustain this shift? What policy instruments have been used to implement it? In the concluding section, which focuses on the capture of media in these two states, the author highlights distinct models: an oligarchic–clientelist model in Hungary, and in Poland, a model in which public enterprises and the Church act as extensions of the ruling party. Furthermore, media policy discourse, he argues, “is shifting from a binary state–market axis to a triangle encompassing state, market, and ideology”.

In their article **Personal Stories of (Im)migrants: A Shift in Media Framing in Croatia?**, Mirela Holy and Maria Geiger Zeman analyse the content of *Jutarnji list* and *Večernji list*, focusing on how journalists report on (im)migrants. Starting from the hypothesis that reporting practices have changed following Croatia's entry into the Schengen Area and the eurozone, and drawing on framing theory, the authors apply both quantitative and qualitative content analysis methods, alongside in-depth interviews with editorial staff from the two newspapers examined. The research findings indicate moderately positive shifts in how (im)migrants are portrayed, moving away from conflict-centred reporting towards more objective coverage that focuses on real people living among us. In conclusion, media practice in Croatia – and more broadly – remains a vital factor in fostering understanding of and supporting the integration of (im)migrants

The article **Bibliometric Features o Categorized Articles: The Journal Medijska istraživanja/Media Research (1995-2015)** by Kristina Romić and Goranka Mitrović is reprinted from the *Bulletin of Croatian Librarians (Vjesnik bibliotekara Hrvatske)* on the occasion of the thirtieth anniversary of *Media Research*. The article examines the first twenty years of regular publication, analysing the journal's development through key bibliometric indicators – such as the number and type of citations of published articles – and, in relation to this, the journal's influence on the scholarly community. The first ten years of *Media Research* were documented in the book *Medijska disciplina i Medijska istraživanja 1995.-2005. (Media Discipline and Media Research 1995–2005)*, which includes a full list of authors, article titles, and categorisations – a contribution to the journal's memory function in shaping a scientific community. The period from 2015 to 2025 will be examined at a later stage.

We extend our thanks to everyone who contributed to the publication of this issue. We invite you to continue collaborating with us by submitting your articles – whether empirical or theoretical research, reviews of academic events and books, etc. We also welcome your feedback, both praise and critique.

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Editor-in-Chief