

Editorial

In this issue we present six articles which examine both classical and new media in the context of various theories and theoretical backgrounds.

From within the social sciences media theory and never outdated communicational research of power and media influence on the audience, two of the articles deal with the role of the media during elections. In her article “(Im)partiality in Electoral Campaigns On Croatian Televisions: Balance And Diversity”, Zrinjka Peruško analysed the features of electoral reporting on Croatian televisions during the 2007 parliamentary elections. The paper is very useful on both the thematic and the methodological level because it provides insight into the most important social function of the media, namely their informative role during elections. The empirical research reveals a relatively decent degree of political responsibility of Croatian media during the 2007 elections. namely, the results did not reveal any significant media bias neither towards particular parties nor candidates, although the public television (HTV) did give a small advantage to the ruling party.

Snježana Milivojević examined the role of the media in Serbian presidential elections of 2008. In the article “Promotion Instead of Information: The Media and 2008 Presidential Elections In Serbia” she presented the results of monitoring the main printed and online media during both rounds of presidential elections with a view to examine impartiality and equal representation of both candidates. The results proved that the coverage in printed media was directly dependant on the publisher’s policy and did not exhibit the required degree of impartiality. Even greater bias was detected among online media which consequently proved the influence of market economy on media coverage. Under such circumstances, a commercial and promotional manner of candidate representation prevailed over a more informative one, which further proves that the current framework of socio-political role and responsibility of the media is much questioned.

In the article titled “TV News: The Quest for Values” Tena Perišin sets off with the hypothesis that public and commercial news programmes are growing more similar, both by issues selection and the manner of reporting. Using the content analysis method, the author examined the principles of news selection on public Croatian television (HTV) and the presentation of those news which is, according to her findings, increasingly commercially oriented.

Silvana Kosanović’s article “Contemporary Male-Female Constructs In American TV Series *Sex And The City*, *Desperate Housewives* And *Rescue Me*” is primarily interested in conventions of media representations of men and women, i.e. the ways in which the media construct femininity and masculinity. The research was

conducted by analysing three American TV series which themselves stemmed from the needs of contemporary consumer society. The author argues that they feature the idealization of looks, the cult of the body and the sexuality as the norm of gender expectations. The mass society suggests that appealing looks contribute to a greater sense of power, success, self-sufficiency and control, and thus the media representations also give support to those socially dominant gender categories and promote them as the most favourable identities.

Based on the example of panic caused by the rise of novel reading in 18th century England and the concern about the fiction expressed by the public of the age, Ana Vogričić indicates the fact that this history of communication is related to contemporary fears of excessive TV watching. Therefore, the author examined whether the source of the contemporary moral panic is in the mass media popular culture itself or it is merely a continuation of a lasting phenomenon characterized by an undefined fear of media and the secrets they bring into everyday reality.

We would like to express our gratitude to the authors for their efforts as well as everybody else who contributed in this issue.

We invite you to our further cooperation. Send us your articles for the next issue organized around the theme “Dilemmas of Contemporary Journalism”. Guest editors will be Karmen Erjavec and Melita Poler Kovačič, both professors of journalism at the Faculty of Social Sciences, University of Ljubljana.

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