

Editorial

This issue of *Media Research* presents the section themed **Gender, sexuality and popular culture in socialism**, whose guest-editor is Sabina Mihelj. Hereby we thank Sabina Mihelj for the successful collaboration that enriched the journal and increased the quality of this issue.

Along with the theme section, we present the article “Active media audiences: development of the concept and contemporary trends of its manifestations” by Helena Popović and Hajrudin Hromadžić. Their theoretical approach starts with a pessimistic understanding of the audience as an object of media's manipulation. In the contemporary approaches however, the public is regarded as an active creator of the public social scene and media contents. The paper offers a wide range of ideological and social discourses involved in the construction of the concept of “active media public”, especially in the area of digital communication.

In the article “Credibility of Traditional vs. Online News Media: A Historical Change in Journalists' Perceptions?”, Melita Poler Kovačič, Karmen Erjavec and Katarina Štular investigate the recent question of change brought to journalism with the use of new technologies. Online journalism opens numerous questions about the quality and nature of current journalism. Especially interesting is what the journalists themselves think about online journalism and whether the expansion and increase of news on web sites changed their perception of media credibility. In this paper, the authors present the results of a random sample survey of 106 slovenian journalists who evaluated the credibility of different types of media. The results have shown that the journalists still believe that the traditional media are the most credible.

In the article “The Film as Essay: Theoretical Aspects of Discursive Structures in Film Media” Ivana Keser Battista investigates the structural elements of a film essay as a complex and demanding genre. The author finds that its metatextual form is conditioned by the metatextuality of film as a media as well as by the intermediality and interdisciplinarity of film. Based on a sample of films and film theories, the author concludes that essayism can be considered as hermeneutics of film and a way of analysis, rather than simply a description of a single work.

In the section Book Reviews, Notes, we bring, along with several book and event reviews, the overview of the creation of the new Croatian Public Radio Television Broadcast Act. The new act is a contribution to the harmonisation of the Media Legislation with the European Standards. However, the act led to a number of public debates and divided opinions.

Another recent issue in the Croatian media scene was the election of the new director of the Croatian Public Radio Television. At the end of last year the Council of the Croatian Radio Television removed the general director and installed a temporary management. In three attempts, the Council failed to elect a new general director, mostly due to unprofessionality, internal fractions and conflicts of interest. At the moment, a fourth attempt is in progress and the temporary management's mandate has been prolonged for six more months, which means that the Croatian Radio Television continues to be without a general director. Since both issues, the new Croatian Public Radio Television Broadcast Act and the election of the new general director, were of great public interest, we decided to note them. This is also the reason we are publishing the Plan and Programme of Development of the Croatian Radio Television by Nada Zgrabljic Rotar, who ran for general director. Hereby we invite other candidates who ran for this position to send us their programmes, to be published in the next issue.

We wish to thank all those who contributed to the bringing this issue to its readers and welcome your suggestions, comments and criticism. Keep on sending us papers dealing with the media and journalism in communicational, economical, artistic, psychological and other areas.

Editor-in-Chief
Nada Zgrabljic Rotar