

Contributing to the creation of a scientific journal is one of the highest privileges – and it is a privilege that becomes an ever bigger challenge as it grows and develops. Among the most rewarding challenges is the process itself. It begins with seeking out new authors from Croatia and abroad to participate, and developing an international network of peer reviewers to identify papers that will incite readers to discuss new topics, to define and shape ideas and concepts, and to examine the latest research approaches. The goal of *Media Studies* is to not only reflect upon, but also to encourage the development of media and communication sciences. We aim to become a platform for new research approaches, to reassess traditional concepts in the deliberation and analysis of media and communication, and most importantly, to encourage a healthy academic criticism of both.

While editing this double-issue, we encountered a significant challenge, which we are happy to report, confirmed the *raison d'être* of *Media Studies*. The article submitted by Helena Popović, "Media Text and Audiences: Discursive Constructions of Fandom," has provoked polemics from and within a variety of fields, particularly where it pertains to theories of culture, methods of analysis of media audiences, and scientific relevancy. Criticism evolved from almost entirely contrary positions, which soon opened a lively discussion among the editorial board members on the different approaches of research of fan groups. Given the heightened level of discourse and constructive scientific arguments provoked by this article, we considered it the perfect way to open this double issue. Subsequent articles analyze the internet as a social platform, on which existing social problems (namely, violence) obtain new forms. Further articles examine the internet in the role of political communicator, as well as how advertising may be concealed within different media formats.

After tackling the internet and advertising, we turned our attention to gender issues in media. In May 2011, we at the Faculty of Political Science in Zagreb organized an international conference entitled, "Women in Media," which proved to be highly inspirational for conference participants, as well as the wider activist community. As such, this double issue found room for two articles inspired by the topic of the conference, and two inspired from conference discussions. Staying close to what works, the final section of this issue includes papers from the 2010 conference, "Media Credibility." And like always, we hope that the selected papers will generate similar levels of enthusiasm and inspiration to our readers.

Finally, given the seemingly never-ending financial crisis, when research and science are not among the top priorities in Croatia, we wish to express our extreme gratitude to Pliva, a permanent supporter of scientific research, for its generous financial support, and as well to the agency Fina, whose donation demonstrates a deep understanding of the values associated with true academic deliberation.

Viktorija Car
Editor-in-Chief
