

**MEDIJSKE  
STUDIJE  
MEDIA  
STUDIES**

ISSN 1847-9758 (tisak)  
e-ISSN 1848-5030 (online)  
UDK 316.77  
DOI 10.20901/ms  
Zagreb, prosinac 2020. / December 2020

**MEDIJSKE STUDIJE / MEDIA STUDIES**

Izdavač / *Publisher*  
Sveučilište u Zagrebu, Fakultet političkih znanosti / *University of Zagreb, Faculty of Political Science*

Za izdavača / *Official Representative*  
**Andrija Henjak**

Adresa Uredništva / *Editorial Office*  
Medijske studije / *Media Studies*  
Lepušićeva 6, 10 000 Zagreb, Hrvatska / *Croatia*  
e-mail: ms@fpzg.hr  
www.mediastudies.fpzg.hr

Urednički kolegij / *Editorial Committee*  
(svi su s Fakulteta političkih znanosti Sveučilišta u Zagrebu, ako nije drukčije istaknuto / *all from the Faculty of Political Science of the University of Zagreb, if not stated differently*)

**Marijana Grbeša Zenzerović, Igor Kanižaj, Božo Skoko, Gordana Vilović**

Uredništvo / *Editorial Board*  
(svi su s Fakulteta političkih znanosti Sveučilišta u Zagrebu, ako nije drukčije istaknuto / *all from the Faculty of Political Science of the University of Zagreb, if not stated differently*)

**Nebojša Blanuša, Viktorija Car, Marijana Grbeša Zenzerović** (glavna urednica / *Editor In Chief*), **Hrvoje Jakopović, Igor Kanižaj, Stela Lechpammer** (tehnička urednica / *Technical Editor*), **Dunja Majstorović Jedovnicki, Božo Skoko, Mato Brautović** (Sveučilište u Dubrovniku / *University in Dubrovnik*), **Dina Vozab** (izvršna urednica / *Executive Editor*)

Urednički savjet / *Editorial Advisory Board*

**Dragan Bagić**, University of Zagreb, Croatia, **Nico Carpentier**, VUB – Vrije Universiteit Brussel (Free University of Brussels), Belgium, **Arthur G. Cosby**, Social Science Research Center, Mississippi State University, USA, **Peter Dahlgren**, University of Lund, Sweden, **Maria Edström**, University of Gothenburg, Sweden, **Annette Hill**, University of Lund, Sweden, **Renee Hobbs**, Harrington School of Communication and Media, University of Rhode Island, USA, **Darren Lilleker**, Bournemouth University, UK, **Paolo Mancini**, University of Perugia, Italy, **David Morley**, Goldsmiths, University of London, UK, **Marina Mučalo**, University of Zagreb, Croatia, **Marta Rebolledo de la Calle**, University of Navarra, Spain, **Orlin Spassov**, Sofia University "St. Kliment Ohridski", Bulgaria, **Ivan Šiber**, University of Zagreb, Croatia, **Barbara Thomaß**, Ruhr-University Bochum, Germany, **Lejla Turčilo**, University of Sarajevo, Bosnia and Herzegovina, **Dejan Verčič**, University of Ljubljana, Slovenia, **Barbie Zelizer**, University of Pennsylvania, USA, **Ivo Žanić**, University of Zagreb, Croatia

Suradnica Uredništva / *Editorial Associate*  
**Tanja Grmuša**

Lektorica hrvatskog jezika / *Croatian Language Editor*  
**Tamara Gazdić-Alerić**

Lektor engleskog jezika / *English Language Editor*  
**Saša Bjelobaba**

Dizajn i grafički prijelom / *Design and Layout*  
**Vanda Čizmek**  
**Davor Šunk**

Naklada / *Print Run*  
200

Tisak / *Print*  
**TOP DAN d.o.o.**

Objavlivanje broja 22 (2020.) podupro je Gradski ured za kulturu Grada Zagreba / *Issue 22 (2020) has been published with the support of the Office for Culture of the City of Zagreb*

Uvodna bilješka / <i>Editor's Note</i>	1
<b>Milica Vučković, Tanja Oblak Črnič:</b> Emotionalization and Privatization of Political Communication on Facebook: Stimulating Factors for Citizens' Interactions? / Emocionalizacija i privatizacija političke komunikacije na Facebooku: Faktori koji stimuliraju interakciju građana?	3
<b>Rasa Smaliukiene, Elena Kocai, Angele Tamuleviute:</b> Generation Z and Consumption: How Communication Environment Shapes Youth Choices / Generacija Z i korištenje: Kako komunikacijsko okruženje oblikuje odabire mladih	24
<b>Danijela Lucić, Josip Katalinić, Tomislav Dokman:</b> Sentiment Analysis of the Syrian Conflict on Twitter / Analiza sentimenta sirijskog sukoba na Twitteru	46
<b>Tanja Grmuša, Lordan Prelog:</b> Uloga novih tehnologija u borbi protiv lažnih vijesti – iskustva i izazovi hrvatskih medijskih organizacija / The Role of New Technologies in Combatting Fake News – Experiences and Challenges of Croatian Media Organisations	62
<b>Slavica Blažeka Kokorić:</b> Utjecaj novih informacijsko-komunikacijskih tehnologija na obiteljski život / Influence of New Information and Communication Technologies on Family Life	81
<b>Lana Gajger, Viktorija Car:</b> Prikaz emancipirane žene 21. stoljeća u reklamama za parfem / The Portrayal of a 21st Century Emancipated Woman in Perfume Commercials	102
<b>PRIKAZI KNJIGA / BOOK REVIEWS</b>	
<b>Paško Bilić,</b> Sociologija medija: rutine, tehnologija i moć – Tanja Grmuša	122
<b>Dunja Majstorović,</b> Novine nekad i danas – Povijesni pregled novinstva i etičnosti novinske prakse – Željana Ivanuš	124
<b>Damir Matković,</b> Televizijski program: proizvodnja, dobavljači, žanrovi – Tanja Grmuša	126
<b>Zrinjka Peruško, Dina Vozab and Antonija Čuvalo,</b> Comparing Post-socialist Media Systems: The Case of Southeast Europe – Karlo Kanajet	129
<b>INFORMACIJE / INFORMATION</b>	134



Digital media have been progressively affecting, changing and even decisively shaping our lives and routines. The new issue of the Media Studies brings selection of outstanding articles that provide evidence of how both traditional and digital media shape or attempt to shape our perceptions, everyday lives and professional practices.

The first study in this issue provides analysis of the posts published on Barack Obama's Facebook page during his presidency. Milica Vučković and Tanja Oblak Črnič show that emotional appeals end elements from Obama's private life encouraged greater users' engagement than posts that did not contain such content, which speaks in favour of emotionalization theory.

Rasa Smaliukiene, Elena Kocai and Angele Tamuleviciute investigate how members of Generation Z in Lithuania communicate in their social networks on a wide range of issues, which forms their social sensitivity and makes impact on their consumption. They found out that social mindset is the strongest mediator between communication environment and consumption by Generation Z and conclude that Gen Z is a new group in consumer society that is distinctive by its unique characteristics.

Danijela Lucić, Josip Katalinić and Tomislav Dokman analyse Syrian conflict using sentiment analysis of tweets in order to establish how the sentiment shapes the modern political landscape and influences recipient knowledge. They use sentiment analysis on a trained data set to gain insight into tweets of different factions in the Syria conflict. They conclude that there is a real battle on social media with the purpose of influencing human emotions.

Tanja Grmuša and Lordan Prelog explore the experiences of Croatian journalists working in integrated newsrooms, as well as their relationship to lifelong education and professional standards in the digital age and examine how they use artificial intelligence in verifying information and combating disinformation.

Slavica Blažeka Kokorić investigates how communication technologies affect family lives of the users. She particularly focuses on the changes in partnership / marital relations and parenting, including the impact of the COVID-19 pandemic. She points out that professional support aimed at the prevention and resolution of family problems related to new information and communication technologies needs to be improved.

Finally, Lana Gajger and Viktorija Car analyze how female perfume commercials present emancipation as desirable. They establish that mutual characteristics of the protagonists in the analysed commercials are determination with the accentuated sense of self-awareness and insurgence. They conclude that the behaviour of the female protagonists almost completely matches the characteristics of the postfeminist understanding of femininity and supports the fundamental determinant of feminism – the idea of emancipation.

Power of the media and new digital technologies is implied in all articles, as well as the need for continuous research on how technologies affect our emotional, professional, social and political lives. This is exactly the mission of the journal you are about to read.

**Marijana Grbeša Zenzerović**

Editor-In-Chief

---