

---

## UVODNA BILJEŠKA

EDITOR'S NOTE

---

At the beginning of *Media Studies*' fifth year, the members of the Editorial Board celebrated the news that after a year of evaluation, *Media Studies* was accepted for inclusion in Scopus – the prestigious international science data base. This is a great recognition for the four years of hard work, that was sometimes “guerilla-style”, especially when it came to fund-raising.

In 2014, members of the Editorial Board are continuing their voluntary work, even more motivated to continue to create a high-quality journal. The list of international reviewers with whom we work continues to spread, and we are grateful to each of them for the time spent on reading texts and writing detailed, helpful reviews. We are pleased to be receiving more and more scholarly submissions, not only from Croatia, but also from other European countries.

In this issue all the articles present research data on diverse topics. Two of them are on the media and political science: one on mass media and collective memory of the communist GDR, and the other on the analysis of Croatian press reporting about the European Parliament elections in 2013. One article refers to the journalistic profession and the problems of distance learning for journalists, while the other explores the medium of contemporary radio and its audience. The following paper presents the results of research on product placement in cartoons broadcast on television in Croatia, and the last explores the protection of children's privacy in Croatian daily newspapers.

And at the end, do not forget that *Media Studies* was created in 2010, simultaneously with the first regional conference “Media Credibility,” which was held at the Faculty of Political Science of the University of Zagreb. In this issue, it is our pleasure to announce the 5th “Media Credibility” conference, which will be held 25 and 26 October in Mostar, and this year's topic is “Media Literacy – A Prerequisite for Responsible Media.”

**Viktorija Car**  
Editor-in-Chief

---