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Pred vama je drugi broj našeg časopisa koji je u suradnji s Uredništvom i Uredničkim savjetom uredio četveročlani Urednički kolegij, a unutar kojeg se glavni urednici mijenjaju iz broja u broj. Tim inovativnim pristupom nastojimo predstaviti širinu pristupa, tema i područja kojima se bavimo unutar informacijskih i komunikacijskih znanosti te stvoriti dinamičnost u uređivanju našeg časopisa.

Godinu iza nas 2018. nedvojbeno ćemo pamtiti po nastavku brzog razvoja novih tehnologija, koje su nam proširile komunikacijske mogućnosti (od masovnog sudjelovanja pojedinaca u javnom forumu i učinkovitog širenja vlastitih stajališta i zapažanja do razvoja novih oblika oglašavanja). Ali pamtit ćemo je i po novim izazovima koje nam donose te promjene, a na koje još uvijek nema jasnih odgovora, ni u teoriji, ni u praksi, posebice kad su u pitanju zakonske regulative (primjerice, sprječavanje i sankcioniranje lažnih vijesti ili reguliranja autorskih prava na društvenim mrežama), smanjenje štetnog utjecaja medija na djecu, ograničavanje medijskih manipulacija i suvremenih oblika prikrivene propagande i sl.

Istodobno velike promjene na globalnoj političkoj pozornici, od kojih mnoge, nažalost, ne pridonose razvoju demokracije, svjetskom miru i stabilnosti svijeta u kojem živimo, s jedne strane, te uporaba novih komunikacijskih alata i strategija u predizbornim kampanjama i upravljanju imidžom političara i stranaka, s druge strane, otkrivaju nam potpuno nove fenomene i otvaraju nova područja istraživanja. Slični izazovi i promjene događaju se i u korporativnom sektoru, svijetu kulture, sporta ili *show businessa*, što od strateškog komuniciranja na tim područjima traži stalnu prilagodbu i otkrivanje novih mogućnosti u stvaranju međusobnog razumijevanja i suradnje, ali i utjecanja na mišljenje i ponašanje ciljnih javnosti.

U to smo se uvjerali analizirajući mnogobrojne radove koji nam pristižu iz svih dijelova svijeta s različitim temama istraživanja. Vodeći se visokim standardima uređivanja časopisa, u ovom smo se broju usredotočili na „međuovisnost“ medija i djece te na izazove digitalnog oglašavanja i odnosa s javnošću.

U prvom bloku posvećenom medijima i djeci donosimo tri vrlo zanimljiva članka, odnosno istraživanja. Prvi otvara temu uporabe „pametnih“ igračaka (koje su povezane s komercijalnim bazama podataka) od strane djece predškolskog uzrasta, a u kontekstu zaštite njihove privatnosti i medijske reprezentacije toga sve prisutnijeg problema. Drugi se također bavi predškolskim uzrastom djece i njihovom prekomjernom izloženosti medijskim sadržajima te istražuje na koji način medijske navike roditelja utječu na djecu u pogledu konzumiranja medijskih sadržaja. Treći rad analizira ulogu i važnost profesionalnog medijskog izvještavanja u promociji i zaštiti djece i dječjih prava kroz analizu medijskih praksi vezanih uz humanitarne akcije za djecu u Africi. Nažalost, vrlo se često, pod alibiem stvaranja empatije za djecu u potrebi, potpuno razotkriva intima djece te se narušavaju njihova prava.

Drugi blok otvaramo zanimljivim i korisnim istraživanjem o utjecaju brzorastućeg internetskog oglašavanja (taj tip oglašavanja u Hrvatskoj je tijekom deset godina povećan čak osam puta, a Google i Facebook drže više od 50 % hrvatskog tržišta) na kvalitetu novinarskog izvještavanja, položaj novinarske profesije, kvalitetu informacija koje građani konzumiraju te promjene navika čitatelja. Jačanjem digitalnog oglašavanja prekinut je tradicionalni odnos između novinara i publike, a građani su zahvaljujući novim posrednicima i utrkom za zaradom sve izloženiji senzacionalističkom izvještavanju, površnim vijestima i nepouzdanim informacijama. Riječ je o području koje će zasigurno privlačiti sve više istraživanja te koje iziskuje kvalitetniju regulativu na razini Europske unije. Preostala dva članka bave se odnosima s javnošću. Prvi istražuje ulogu suvremenih odnosa s javnošću u kulturi, na primjeru zagrebačkoga gradskog kazališta „Gavella“, a drugi nas vodi na početke razvoja modernih odnosa s javnošću te analizira ulogu i doprinose dvojice američkih pionira, Edwarda Bernaysa i Ivyja Ledbettera Leeja, razvoju same profesije. Uvjereni smo da će tekstovi objavljeni u ovom broju *Medijskih studija*, koji uključuju i niz korisnih prikaza i obavijesti, biti korisni i inspirativni.

Božo Skoko
glavni urednik

You are holding another issue of our journal edited by a four-member Editorial Collegium, within which the editor-in-chief rotates from one issue to the next, always in cooperation with the Editorial Board and the Editorial Council. This has been the second issue since we adopted this innovative approach of editing. In point of fact, it is through our newly adopted editorial organisation that we strive to present the breadth of approaches, topics and areas within the realm of information and communication science we are concerned with, as well as to obtain a dynamic manner of editing our journal.

The year behind us, 2018, will certainly be remembered for the continuation of the rapid development of new technologies that have expanded our communication possibilities (from mass participation of individuals in the public forum through more effective dissemination of personal opinions and observations to the development of new forms of advertising). However, the year will also be remembered for the new challenges transpiring from these changes, to which we still do not have clear answers, in theory or in practice. It is particularly evident in terms of regulations regarding various issues, e.g., preventing and penalising fake news or copyright violations on social media, reducing the detrimental effect of media on children, limiting media manipulations and contemporary forms of hidden propaganda and so on.

At the same time, significant changes on the global political stage, many of which, unfortunately, do not contribute to the development of democracy, world peace and stability on the one hand, and the use of new communication tools and strategies in election campaigns and management of the image of politicians and parties on the other, have revealed to us some completely new phenomena and opened up new areas of research. Similar challenges and changes are also occurring in the corporate sector, the world of culture, sports or show business. These novel challenges set out new requirements in strategic communication in these areas, such as constant adapting and discovering new possibilities in creating mutual understanding and cooperation as well as influencing the opinions and behaviours of target publics.

We were convinced of this when analysing the numerous papers on diverse research topics that we received from all corners of the world. Guided by the high editorial standards of the journal, we have focused in this issue on the "interdependence" of media and children, as well as on the challenges of digital advertising and public relations.

There are three interesting articles, i.e. studies, presented in the first section which is dedicated to the media and children. The first one introduces the issue of the use of "smart" toys (connected to commercial databases) by preschool children, within the context of protecting their privacy and of media representation of this increasing problem. The second one also deals with preschool children and their overexposure to media content, and investigates how the media habits of parents affect children in terms of consuming media content. The third paper analyses the role and importance of professional media reporting in the promotion and protection of children and children's rights by analysing media practices related to humanitarian actions for children in Africa. Unfortunately, often as an alibi to create empathy for children in need, intimate parts of children's lives are revealed, thus undermining their rights.

The second section opens with an interesting and useful study on the effects of the rapidly growing Internet advertising (this kind of advertising has grown eightfold in Croatia over the last years, with Google and Facebook holding over 50% of the Croatian market), on the quality of journalistic reporting, the position of the journalistic profession, the quality of information consumed by citizens and the changes to readers' habits. The ever-increasing importance of digital advertising has brought to an end the traditional relationship between journalists and the public. Thanks to the new mediators and the race for profits, citizens are increasingly exposed to sensationalistic reporting, superficial news and unreliable information. In reality, an area that will certainly attract growing research and that demands quality regulations at the European Union level is concerned here. The remaining two articles deal with public relations. The first article researches the role of contemporary public relations in culture, using the *Gavella City Theatre* in Zagreb as the case study, while the second one takes us back to the earliest stages of the development of modern public relations and analyses the role and contribution of two American pioneers - Edward Bernays and Ivy Ledbetter Lee - to the development of the profession itself. We are hopeful that you will find the texts published in this issue of *Media Studies*, which also includes a number of useful reviews and notifications, both helpful and inspirational.

Božo Skoko

Editor-in-Chief
