
UVODNA BILJEŠKA

EDITOR'S NOTE

We live in time when communication takes place in a digital environment and when journalism is going digital itself. The values that underpin accountable journalism and public relations, along with the average citizen's need for reliable and abundant information, provide bearings for anyone trying to make sense of the current changes across the media landscape. In this issue of *Media Studies*, we decided to focus on content producers – journalists and public relation officers, stressing the question of regulation and the professionalization of these two occupations, and their public perception as well. While the digital age is rewriting the role of journalism and public relations, it is not expected that the industry will search for and find a business model to support quality journalism. Quality education remains the most important link in the information chain.

This issue of *Media Studies* journal opens with the paper "Media and Social Solidarity: Assessing Dayan and Katz's 'Media Events'" by Zlatan Krajina. His work questions the integrative role of media in contemporary societies and the relative nature of what counts as 'common values' and for whom. Krajina stresses that in the context of the proliferation of new media and global broadcasting, media events should be understood more modestly as momentary encounters with media's representation of cohesion, whereby actual solidarity remains contingent upon the inter-discursive interaction with an event's program.

Other papers in this issue question the relationship between media and public opinion from the perspectives of agenda setting, political communication, as well as the possibility of civic engagement through social media. As the process of informing the public involves both communication between socio-political and economic stakeholders, and the public itself, responsibility for accuracy and accountability lies with both content producers and with consumers, or in this digital age, users.

We wish to express our extreme gratitude to the Foundation Adris and the Ministry of Culture of the Republic of Croatia, for its generous financial support and deep understanding of the values associated with true academic deliberation.

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