

The issue opens with Mihal Novák and Simona Bažantová's integrative bibliometric study *From Advertising to Decision-Making: The Trajectory of Consumer Visual Attention Research*. Analysing more than three decades of eye-tracking and related research, the authors chart the rapid expansion and interdisciplinary diffusion of visual-attention studies, identify three enduring thematic pillars: advertising, multi-attribute decision-making and applied consumer domains. Their future-oriented research agenda provides a conceptual backbone for several other contributions in this volume, especially those dealing with persuasion, ethics and platform design.

Questions of influence and cooperation are taken up experimentally in *Applying Rational and Emotional Approaches to Message Crafting for Influencing Individuals' Cooperative Behavior in Group Settings* by Mario Žuliček, Darijo Čerepinko and Željka Bagarić. Drawing on game-theory, the study examines how message framing and group cues shape decision patterns. While overall generosity levels remain stable, the findings show that rational framing combined with in-group signals fosters fairer and more cooperative behavior.

Sustainability communication and consumer skepticism form the focus of *Greenwashing: Attitudes and Beliefs in Green Consumption of Youth in Croatia* by Damir Jugo, Marko Kovačić and Ivan Pakozdi. Using a nationally representative survey of young people, the authors demonstrate broad rejection of greenwashing practices, significant gender differences in environmental values, and heightened sensitivity to misleading claims in environmentally harmful industries. The paper enriches regional empirical knowledge while speaking directly to global debates on corporate responsibility, credibility and ecological marketing.

At the macro-political level of digital communication, Marija Gombar's article *Fragmentation of Digital Platforms in International Political Dynamics* analyses how geopolitical decisions, from platform bans to advertising withdrawals, reshape global digital ecosystems. Combining social-network analysis, sentiment analysis and predictive modelling, the study reveals public polarization around regulation and anticipates increasing regionalization of platforms and digital isolation. Its policy-oriented conclusions resonate strongly with other contributions that grapple with governance, ethics and transparency.

Ethical reflection is foregrounded in Aleksa Mitić's review article *Between Scylla and Charybdis: A Categorization of Ethical Challenges Associated with the Use of Artificial Intelligence in the Media*. Surveying the rapidly expanding literature on AI in journalism and media production, the author proposes a distinction between "solvable" and "insoluble" ethical problems, arguing for research prioritization where normative and technical progress appears most feasible. This conceptual mapping provides an important counterpoint to the empirical papers on digital labor, platform politics and organizational communication.

Labor conditions and gendered inequalities in media work are examined in *Motherhood in Journalism: The Perceived Impact of Precarization on the Parenting Strategies of Female Journalists* by Hana Řičicová and Karolína Hájková. Through in-depth interviews with Czech journalists, the authors identify five adaptive strategies, from negotiating individually with editors to postponing parenthood, and conclude with a call for systemic reforms to counteract instability and “false self-employment”. The study adds a crucial human dimension to the issue’s broader concerns with technological change and organizational restructuring.

Organizational accountability and crisis communication are analyzed longitudinally in Žanina Žigo’s contribution *Transparency of Business Organizations: True and Own Perception*. Comparing companies’ self-assessments with content-analytic evidence, the paper reveals persistent gaps between proclaimed openness and actual disclosure, especially during crises. By situating these findings within the regulatory framework of the EU’s Corporate Sustainability Reporting Directive, the study links micro-level communication practices with evolving institutional pressures.

Digitalization of professional communication is explored from a client-centred perspective in *How Virtual Assistants Are Transforming Public Relations: Experiences of Croatian Clients* by Barbara Gašpar and Tanja Grmuša. Based on qualitative interviews with virtual assistants and their clients, the authors show how these actors move beyond routine administrative tasks toward micro-strategic communication roles by adapting message tone, moderating online dialogue and interpreting analytics, while also raising new ethical concerns regarding data protection and AI use.

The volume concludes with an essay by Berto Šalaj, *Emotions, “Dark Passions” and the Future of Liberal Democracy*, which reflects normatively on the growing role of affect, resentment and mobilizing narratives in contemporary politics.

Across their different objects and methods, the contributions in this issue converge around several common threads: the centrality of attention and framing in shaping behavior; the tension between innovation and ethics in AI-driven and platformed media environments; the fragility of transparency and trust in organizational and political communication; and the restructuring of professional roles and labor conditions under digital transformation. By bringing together perspectives from consumer research, political communication, journalism studies, public relations, organizational analysis and democratic theory, the issue offers an integrated view of communication at a moment when technological acceleration and social uncertainty increasingly define public life.

Marijana Grbeša Zenzerović

Editor-in-chief