

Guest Editor's introduction



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The latest issue of the *Central European Journal of Communication* features eight original articles.

Sergey G. Korkonosenko examines Russian journalism theory in view of the de-Westernization trend in media studies, and explores points of its divergence with western media theory.

Several empirical articles in this issue engage with the representation or potential for action of news and information in the realm of political communication. Romy Wöhlert, Stijn Joye, Agnieszka Stępińska, Daniël Biltereyst and Khaël Velders investigate comparatively the representation of the first Polish presidency of the Council of the European Union in the newspapers in Austria, Belgium, Germany, Greece, Poland and Romania. This comparative study finds overall no impact of the Polish EU presidency on the usual coverage of Poland in the examined newspapers.

The article by Michał Jacuński and Paweł Baranowski focuses on online political communication in Poland in the context of the 2014 European Parliament election. The authors examine the online presentation on websites, Facebook and Twitter profiles of the candidates and find that although websites predominate in numbers, the social media are preferred by the candidates in terms of publication of materials, although the communication capacity of the Web 2.0 was not much used.

Małgorzata Winiarska-Brodowska explores, in a case study of Poland, the potential of new media for civic potential in the EU. She examines citizens' participation in the EU through the "Debate Europe" discussion forum in regard to EU elections in 2009 and the Facebook page in 2014, and finds a larger and more nuanced participation of Polish participants on Facebook.

Three articles examine different issues of developments in news, newspapers and journalism in the context of the digital transformation. Paweł Wiczorek examines the consequences of news aggregation on mobile platforms and finds that they are beneficial to media users as they enable access to news from smaller and unknown internet sites, from which they are collected by the mobile news apps. Kornelia Trytko examines different perceptions of online anonymity in Polish daily

newspapers, and finds a predominantly negative frame, with possible negative repercussions on online privacy and freedom of expression.

While all previous articles deal with Poland (even if in a comparative fashion), the article by Dilek Özhan Koçak examines citizen journalism in Turkey on the basis of a Turkish Facebook page enabling citizen spurred reporting during the protest in Gezi Park, in the context of the political economy and media censorship in the Turkish media system. Transformation of the advertising profession in Romania in the transition from communism to democracy is the focus of the article by Madalina Moraru.

This issue also includes an interview with professor Maxwell McCombs discussing his new research with Lei Guo and the new approach of network agenda setting as the third level of media effect.