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Digital media have been progressively affecting, changing and even decisively shaping our lives and routines. The new issue of the *Media Studies* brings selection of outstanding articles that provide evidence of how both traditional and digital media shape or attempt to shape our perceptions, everyday lives and professional practices.

The first study in this issue provides analysis of the posts published on Barack Obama's Facebook page during his presidency. Milica Vučković and Tanja Oblak Črnič show that emotional appeals and elements from Obama's private life encouraged greater users' engagement than posts that did not contain such content, which speaks in favour of emotionalization theory.

Rasa Smaliukiene, Elena Kocai and Angele Tamuleviciute investigate how members of Generation Z in Lithuania communicate in their social networks on a wide range of issues, which forms their social sensitivity and makes impact on their consumption. They found out that social mindset is the strongest mediator between communication environment and consumption by Generation Z and conclude that Gen Z is a new group in consumer society that is distinctive by its unique characteristics.

Danijela Lucić, Josip Katalinić and Tomislav Dokman analyse Syrian conflict using sentiment analysis of tweets in order to establish how the sentiment shapes the modern political landscape and influences recipient knowledge. They use sentiment analysis on a trained data set to gain insight into tweets of different factions in the Syria conflict. They conclude that there is a real battle on social media with the purpose of influencing human emotions.

Tanja Grmuša and Lordan Prelog explore the experiences of Croatian journalists working in integrated newsrooms, as well as their relationship to lifelong education and professional standards in the digital age and examine how they use artificial intelligence in verifying information and combating disinformation.

Slavica Blažeka Kokorić investigates how communication technologies affect family lives of the users. She particularly focuses on the changes in partnership / marital relations and parenting, including the impact of the COVID-19 pandemic. She points out that professional support aimed at the prevention and resolution of family problems related to new information and communication technologies needs to be improved.

Finally, Lana Gajger and Viktorija Car analyze how female perfume commercials present emancipation as desirable. They establish that mutual characteristics of the protagonists in the analysed commercials are determination with the accentuated sense of self-awareness and insurgence. They conclude that the behaviour of the female protagonists almost completely matches the characteristics of the postfeminist understanding of femininity and supports the fundamental determinant of feminism – the idea of emancipation.

Power of the media and new digital technologies is implied in all articles, as well as the need for continuous research on how technologies affect our emotional, professional, social and political lives. This is exactly the mission of the journal you are about to read.

Marijana Grbeša Zenzerović

Editor-In-Chief
