

EDITORIAL

The journal in front of you, Media Studies and Applied Ethics (MSAE), is emerging in a time marked by the digital revolution, which radically affects the media and complicates ethical issues. The changes are profound. Convergence, mobility, interactivity are just some of the new media features. Authors of these lines are “netizens” (a Net Citizen) – the residents of the digital space, globally connected via the Internet, as explained by theorist Mark Poster. However, there is a difference between them. According to Marc Prensky, some are Digital Immigrants who had been born before the advent of the global network, others are Digital Natives, who were born after its emergence. This is precisely where the wealth of thinking about the media and ethical issues lies - as well as numerous challenges as well.

MSAE is a peer-reviewed journal of the Faculty of Philosophy Niš (Department of Communication and Journalism). The aim of the journal Media Studies and Applied Ethics is to publish high quality interdisciplinary research in the broader field of media studies. We take into consideration empirical, theoretical and methodological research papers that will contribute to the advancement of media studies.

MSAE is an interdisciplinary journal which publish original papers semi-annually. The journal welcomes all analytical viewpoints and research methods. MSAE encourages contributions from MA and PhD students, media professionals as well as researchers in the field of media studies and applied ethics.

MSAE welcomes papers on topics such as: *Media and society; Media and culture; Media history; Media and entertainment; Media and religion; Media and violence; Media and advertising; Media effects; Audience and reception studies; New media; Journalism; Communication; Media philosophy; Media aesthetics; Visual Communications; Media Law; Media and/in Education; Media Literacy; Applied Ethics (Journalism ethics, Media Ethics, Marketing ethics, Business Ethics)*.

Only scientific texts, not previously published, could be submitted for the publication. The author is obligated to submit only the original papers not previously published or offered to different journals at the same time. The major criteria for publication: scientific contribution, the quality of scientific argumentation, the precision and clearness of presentation, consistent methodological structure and educational contribution. Corrected and ready for publication papers should be sent to authors via electric mail for the final verification before publication.

The Journal of the Faculty of Philosophy, University of Niš “Media Studies and Applied Ethics” respects standards of ethical publishing. Peer reviewed articles support and embody the scientific method. It is therefore important to agree upon ethical standards for all parties involved in publishing: the author, the journal editor, the peer reviewer, the publisher.

Considering its interdisciplinary nature, this journal is open to papers from various scientific disciplines which study communication phenomena or ethical issues. Graduate students' papers are also welcome.

Editor-in chief
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