

EDITORIAL

This thematic issue is devoted to the accomplishments and results of researchers working on various topics related to the broad scope of socialist media culture.

Communism and socialism, in many ways and many spheres, have marked the 20th century. For the term “communism”, we often use socialism in public discourse, although in the literature on Marxism, communism is one of the types of socialism. Also, there are scientific and news articles that differentiate between communist and socialist countries. When we talk about Yugoslavia, we talk about “soft socialism”. During the last two decades, academic research focusing on the history and practice of socialism became more present and more connected to the social and political dynamics of the post-socialist environment.

This thematic issue focuses on the research field of everyday life and popular culture in former socialist countries, as well as their influence on later cultural phenomena, audience reception, and the formation of post-socialist identities. In this way, we aimed to determine the context of the emergence of socialist media culture; to identify how socialist media culture represents everyday life and social reality; to explain whether the media culture that belongs to all social groups can transform different social practices; to evaluate how post-socialist audiences redefine preferred social meanings.

The approach of the thematic issue implied a kind of openness and creativity in bridging the defined methodological boundaries. A topic that needs to be seen from multiple perspectives required the linking of disciplines to lay the groundwork for further research.

The issue *Socialist media culture from a sociological perspective* contains a collection of eight articles and one book review.

In the first article, Antonija Čuvalo compares the television cultures of former Yugoslav republics during the period of socialism through the analysis of several significant aspects. The focus of Ildiko Erdei’s article is also on television culture. Specifically, she analyses public virtues and private pleasures and how TV culture emerged in Yugoslavia. Nataša Simeunović Bajić and Marija Vujović write about mediatized cultural memory among post-socialist generations. Victoria Schmidt investigates the reproduction of eugenic discourse in Czech fairy-tale films. The main focus of her article is on the socialist campaigns of public health with the eugenic approach to the demographic policy between the 1960s and 1970s. Zhana Popova and Vyara Angelova in their articles study music during socialism in Bulgaria. Popova describes stories about socialist culture by Estrada musicians, and Angelova investigates radio as a tool for the establishment of national identity. Živana Krejić and Jelena Palić have contributed to the field of travel culture in former Yugoslavia. Nenad Lajbenšperger’s article shows how the popularization of WWII monuments has emerged in printed media in Yugoslavia. Last but not least, Ivanka Asparuhova Vlaeva reviewed the book of Ventsislav Dimov.

We hope you will enjoy this thematic issue and find it inspiring.

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