

Abstract

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Mediatization at the periphery

The article explores the changes in the digital mediascape structures and practices, particularly in relation to journalism and to the media audiences. The theoretical framework of mediatization is employed to focus the attention on changes in the practice of media production and media use, especially in terms of young audiences. The Croatian example/case is reviewed in relation to its position in the Peripheral digital media system (Peruško, Čuvalo & Vozab 2017, Peruško 2017), and compared in terms of the structural conditions as well as practice characteristics. The theoretical concept of digital mediascape (Peruško, Vozab & Čuvalo 2015) and its relation to mediatization (Peruško 2017) is put into conversation with the model of media systems in CEE proposed by Bogusława Dobek-Ostrowska (2016).