



## PREFACE

The cultural, political, and commercial influence of the American mass media remains unparalleled in present times. U.S. movies, TV series, radio shows, journals and newspapers, video games, podcasts, and many other communication forms are consumed, enjoyed, and widely emulated all around the world. It might be argued that the concept of the “City upon a Hill,” a staple of the idea of American exceptionalism, which asserts that the United States are an inspiration and a model to follow for other nations, has found some kind of realization in the realm of media.

This special English-language issue of “Media Management Review” offers a glimpse into several facets of the American media systems – and more. Reflecting the global range, influence, and interests of the U.S. mass communication outlets, two of the papers published in it focus on the American media coverage of the Russo-Ukrainian war.

Barbara Cyrek, Maxim Gorbachevsky, and Malwina Popiołek’s article *Russian Aggression of Ukraine from the Perspective of CNN, PBS, and Fox News – Analysis of Facebook Posts* presents the results of an international research team’s study of the U.S. leading news cable channels and public broadcaster’s reporting on the invasion in their social media communications.

Cyrek’s solo effort *The Image of War in CNN’s “Russia-Ukraine News” Headlines. Report from September 2022* employs techniques of quantitative and qualitative analysis in order to depict the portrayal of the war on the CNN website.

Maciej Smółka’s paper *Purple Current: Streaming Popular Music in the Name of a Local Heritage* is a study of the eponymous online radio stream, launched by the Minnesota Public Radio in 2018. “Purple Current” focuses on the life and legacy of Prince, his inspirations, and the culture in which he grew up and recorded.

Tomasz Soroka’s *The Power of Justin Trudeau’s Media Image: The Ascension and Demise of a Media-Star Politician*, the only text in the issue not to focus directly on the U.S. media, takes on the subject of the political communication in the United States’ neighboring country of Canada. The article explores the effects and political implications of Prime Minister Trudeau’s media activities on his political career and posture.