

EDITORIAL

This issue of *Media Research* presents several scientific papers by domestic and foreign authors which publish the results of interesting theoretical and empirical research .

Nikolaj Lazić and Jadranka Lasić-Lazić in the paper **Analysis of Scientific Activities in the Field of Information Science: the Case of Croatia** investigate the scientific activities in the field of information science in Croatia by means of bibliometric analysis of 1418 papers published in social sciences journals listed as references for promotion of scientists through academic ranks in the field of information science. The purpose of this study is to highlight the need for a new evaluation model and stimulate scientific research in the field of information science in the national context. As the authors conclude, if we are planning to stimulate our own scientific production in our national language it is necessary to set the criteria which will particularly evaluate papers published in national language when planning scientific policy and the development of science.

Samo Uhan in the paper **Researching Communication: The Interpretive Approach between Theory and Practice** discusses poststructuralist methodological challenges for methodological strategies in communication studies, particularly qualitative. In the era where quantitative methods and positivist paradigm are predominant in social and media research this is a welcomed reminder of the relativity of these analytical approaches. The author also provides specific suggestions for communication research.

Martín Oller Alonso and Daniel Barredo Ibáñez from University Rey Juan Carlos (Spain) **in their study on intermediate journalistic cultures** notified that in the last century, Western journalistic culture is taken as reference at all times to act as a model for imitation, and clarify the singularities of journalistic cultures in different regions around the globe. The paper present the contextualization of different journalistic cultures as informative practice that currently varies from place to place and is determined by the different social, political, cultural and economic situation.

The purpose of Marta Vlainić's study **Attitudes of Secondary School Teachers Regarding Electronic Readers and their Possible Usage in Mass Education** is to come to know about attitudes of Croatian secondary school teachers regarding e-readers and their possible usage in mass education. The study, among other things, shows respondents' familiarity with the concept of e-readers, which sources of information on e-readers teachers use, if they possess an e-reader and their willingness to use the device in their daily teaching. Research shows the need to strength-

en digital literacy for secondary school teachers regarding the use of e-readers in the classroom. It is necessary to provide professional development to educators on the benefits and applications of new devices, e-readers and tablet computers, within specific school subjects.

Slavica Čepon (University of Ljubljana) in her study **Effective Use of the Media: Video in the Foreign Language Classroom** reveals the impact of unassisted video exposure on foreign language lexis and grammar acquisition, reading-based general comprehension and writing skill. The study first employs quantitative pre- and post-test surveys and then qualitative in-depth interviews with students at the Faculty of Economics in Ljubljana. The key finding is that a video format is useful for teaching/learning a FL. In terms of FL abilities, quantitative results indicate that writing shows greater acquisition effects than reading-based general comprehension.

Asim Šahinpašić in his paper **PBS BiH Going Online: Communication, Content and Participation**, investigates online communication of the Public Broadcasting System in Bosnia and Herzegovina (PBS BiH) to determine how they use their web portals to establish, maintain and build relationships with their audiences and stakeholders. An analysis of four web sites used by three PBS BiH's members' - Radio Television of Bosnia and Herzegovina (BHRT) Radio-Television of the Federation of Bosnia and Herzegovina (RTV FBiH) and Radio Television of Republika Srpska (RTRS) identified the key characteristics related the regulatory framework, as well as interactive online communication, content and opportunities for public participation.

We would like to thank all of those who contributed to the publishing of this issue, and invite you to collaborate, critique and suggest. Send us your papers in the field of media and journalism, notes and reviews.

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