

## Editorial

In this issue we present several articles of Croatian and foreign scientists, which use an interdisciplinary approach to investigate the theory and practice of the media. They deal with various phenomena enquiring global changes in articulating the role of media in society.

Jelena Vlašić and Elenmari Pletikos contribute to current discussions about importance of the speech in time of electronic media in their article “Introductory Part of a Speech: How to Draw Attention and Win the Favour of the Audience”, as well as to the need for redefining the current inadequate habit by which oration and rhetorical rules study do not have proper place either in journalist education or in other public speaker education. With this methodologically interesting approach, the authors investigated the introductory part of the speech by which the listener attention should be drawn and audience’s favor won, and conclude that the most important thing for the decision “I will listen” is the substantial curiosity and persuasiveness, rather than poetic quality and wit, and that the humbleness of the speaker does not contribute to this decision.

Maja Šojat-Bikić in her article “Heritage Approach to Digitalization of Historical Newspapers” points out that historical newspapers, as primary heritage source, are a great challenge for the digitalization process. On international, regional and national level, more and more efforts are made as well as greater financial resources are invested so that the digital technology can be applied to open an access to heritage collections. She used the example of an illustrated journal “Svijet” (“World”) (1926-1936) to present a model of a structurally substantial analysis of the historical newspaper for transfer onto the digital medium and to draw attention to possible advantages and values of similar digital collection for the outermost users. The topic of a female sexuality in context of stereotype presentation in media is shown in Karmen Erjavec’s article “How to Have a Good sex? Building of the General Opinion and Perspective on Sexuality”. With the discourse analysis method the author critically investigates the contents of the women’s journal “Cosmopolitan” – articles, advertisements and other supplements, and their pseudo-scientifically and pseudo-intimacy which have a goal to create common and generalized view on the nature of the female sexuality that is deprived of contradictory points of view and ideological backup of the problem.

Zala Volčič in her article “Media, Identity and Immigrants: Arabian Satellite Televisions in Italy” deals with a question of the role that media have in immigrant communities in a new culture. The author investigates a very specific media project Al Jazeera satellite television in Italy and an important role of that medium in life of the Moslem community as an alternative source of information.

Suzana Žilić Fišer in her article “European Market and the Needs for Economic Success of the Public Broadcasters” points out a new position of public television that is, in the context of European market, more and more approaching to the model of those that are commercial. The commercialization of the public television is an overcoming trend and the author aims to identify some factors that

influence such developments. On the basis of the relevant literature and comprehensive study of the radio-television model in Europe, the author looks out for an answer to the question whether the hybrid model between public and commercial television could satisfy the demands of both the market and the public.

In this issue we also present several reviews of interesting books and surveys of the national and foreign scientific meetings about media and journalism. There is also information about COST 298 – a European Union project that, starting this year, works as an international framework for the scientific and technical investigations of the new part of the informational and communication technology.

We wish to thank all those who contributed in bringing this issue to its readers and welcome your suggestions, comments and criticism. Keep on sending us papers dealing with the media and journalism in communicational, economical, artistic, psychological and other spheres.

The Editors