

Editorial

The present issue of *Media Research* carries scientific articles with theoretical or empirical research of media discourse, expositions from the scientific assembly “Photography as a Medium: Images of War” and reviews from several important national and international assemblies about the media and media policy.

Ivan Ivas in his article “Tropes in Newspaper Headlines” examines newspaper headlines from the pragmatic and semantic aspect. The phenomenon of using titles in newspaper production is becoming one of basic issues of commercialization and tabloids in journalism. Despite the public interest for the subject, there is a lack of empirical research based on which an analysis of the role of headlines in the so called classic, serious journalism and yellow, commercial journalism could be conducted.

The newspapers headlines have a particular responsibility towards the readers, and their resonance in the public is intensified by the use of tropes and other figures of speech, in positive as well as in the negative meaning. Ivas researches the headlines in the most important Croatian daily newspapers in the period from 1995 to 2002. He defines their role, figures of speech and raises the ethic question of their use.

In their article “A Socio-constructive Approach to Media Discourse Analysis”, Aleksandar Halmi, Renata Belušić and Jelena Ogresta research the theoretical basis of the discourse analysis which has, as a method, influenced fields like scientific sociology, communication science, media research, social pathology, political science and social work. The discourse analysis is based on nontraditional, postmodern attacks on traditional epistemology and on statements that the analysis can not be examined with in the traditional methodological paradigms, but within alternative approaches, such as phenomenology, symbolic interactions, ethno-methodology, constructivism and the postmodern.

Andrej Pinter, Tanja Oblak and Jožko Križan in their article “Information, Debate and Opinion Change On-line – Deliberative transformations of opinion in computer-mediated discussions” examine the affect of spaces of virtual association on the political construction of democracy and the global public sphere. The authors are interested in opinion and changes of opinion based on the dynamics of on- line discussion forums. Based on empirical research, the expectations of deliberative democracy, concerning the rational argument discussions and opinion changes being highly related, were confirmed. It turned out that the opinions of the participants of the discussion were expressed and/or changed thanks to the received information and the time spent on the

forum, and not on the account of the majority pressure. The characteristics of on-line discussions are homogenization and polarization of opinion, or better said, homogenization of similar opinions and polarization between opposite opinions. This paper is an interesting example of net-public inclusion in creating new criteria of communicatory research paradigm in the aspect of public sphere identification.

This issue also carries the papers of Zala Volčič, Ilija Tomanić Trivundža, Aco Dmitrović and Matko Marušić which were presented in the form of expositions during a scientific assembly “Photography as a Medium: Images of War”. The assembly was held in Zagreb, 26 June 2004 in the Conference Hall of the Ministry of Defense of Croatia, Zvonimirova 12, Zagreb. The organizer of the assembly was the journal *Media Research* in cooperation with the Army Museum of MORH and the interdisciplinary war and peace research journal *Polemos*.

In the expositions “Mapping the War Reporting”, by Zala Volčič, and “Delo's Oriental Gaze: Framing the Images of the Iraq War”, by Ilija Tomanić Trivundža, the media coverage of the Iraq war is being analyzed, showing that the Iraq war has become a subject of a global public discussion. Aco Dmitrović in his exposition “Press photographer – Spectator or Participant?” examined the question of professional photo reporters’ ethics. Matko Marušić and Ana Marušić in the text “War Photography in Medicine” emphasized the importance of the war photography as a document and information in all medical aspects. War medical photography is more than just an illustration or an artistic expression – it is concrete, functional and very important for medical aid to an individual as well as the entire population.

In this issue, under “Conferences, book reviews, notes”, we bring several interesting research and education projects from the media.

We give the information about a creative project by the Belgrade University of teaching profession whose aim is to form a *Centre for Media Studies and the Development of Distance Education* – The House of Virtual Studies. The forming of such an institution, with in the concept of media and informatics literacy, would contribute to the quality of media education, the production of distance education materials and the marketing affects on e-education. That way, a path for creating a society based on the knowledge about technological, cultural and democratic pluralism of the media and their role in creating a public sphere would be opened.

We present the normative-research project COST A20 “Digital Radio Culture” which will last till the year 2006 and whose aim is to define the new scientific-research agenda and the practical activities of the radio in the European

context considering the influence of new technologies, like the Internet and digitalization.

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.

Editor-in-Chief