

## Editorial

The present issue of *Media Research* carries articles whose subjects are relevant for the journal's profile and explore the media, journalism and the influence of information technology on communicational and social development from theoretical as well as empirical aspects.

In their article entitled "The Routinization of Slovenian Journalism in the Period of Social Transition" Karmen Erjavec and Melita Poler Kovačič study both theoretically and empirically, the problem which is found not only in Slovenian, but also in the journalism of other countries in transition. The authors confirm the hypothesis that in those countries journalism is becoming routine increasingly. The two authors study the phenomenon. Using content analysis to study the Slovenian newspapers over a ten-year period (1990-2000), they research two variables: type of event and verifiability of sources. Their conclusion is that the Slovenian journalism in the last decade (the decade of social transition) is based on pseudo-events and routine reporting, while active journalistic work is declining. The authors explain the phenomenon with reference to economic changes in the country and commercialization of the media.

In "Television Broadcasting in Eastern Europe: How Much has Changed After the 1989 Revolutions?" Maja Vadić discusses the relation between the political changes in Eastern Europe and the changes in television broadcasting. The latter were modest rather than radical and did not keep pace with political changes. The author's conclusion is that future will show the line of programme development, and it remains yet to be seen whether it will be guided by technology and the laws of the market or by consolidated democracy.

In the article "Digital Cultural Goods in the Information Society between the Public Sphere and Private Ownership", Aleksandra Uzelac writes about the momentary problem in the cultural sector due to novelties brought about by digitalization and the network structure of communicating, as well as the new ways of distributing and consumption of cultural goods, giving rise to the issue of copyright legislation in the global virtualization of information. The new technologies have taken free communication on to a higher level, but this could also lead towards restrictions of civil rights and freedoms. Everything will depend on the development of legislation and civil society.

Lejla Turčilo, the author of "The Internet and Political Communication in Countries in Transition: the Case of Bosnia-Herzegovina", studies the role of information technology in political communication, as well as the differences between theory and practice in the transition situation of Bosnia-Herzegovina.

Despite the possibilities of the Internet, she concludes that they are not even remotely integrated in political communication, integration of the public, public opinion and action. More effective communication between the political decision-makers and the public is still far away. The reasons for this are to be found partly in the public and its communicational competency and partly in the decision-makers and institutions which have to accept the network just as other countries have accepted it.

This issue of the journal also carries an article from the field of public relations. Božo Skoko, in "Quantitative and Qualitative Ranges of Croatian Public Relations in the Year 2003", writes about the history of public relations in Croatia, comparing the present situation of the profession with the situation in other countries and, based on the available data, analyzing the quantitative and qualitative ranges of Croatian public relations. The author concludes that Croatian public relations, compared with Western trends, are mildly lagging behind. He points to the need to provide more effective education and training of specialists, teaching them communicational, psychological and managerial skills as a response to growing demand on the internal market which is developing in harmony with the laws of global communication.

In this issue, there are several reviews of books which discuss subjects related to journalism, media, advertising, information technology and public relations. The journal carries a report on the Tenth Media Forum on the subject *EU Enlargement: Opportunities and Risks*, held in Switzerland (Zürich/Bern/Geneve/Lugano), 2-7 May 2004. The participants were media representatives and journalists from the new and future members of the European Union.

I wish to thank all those who helped to bring this issue of *Media Research* to its readers and welcome your suggestions, comments and criticism. We invite you to keep sending us papers dealing with the media and journalism in communicational, economic, artistic, psychological, and other fields.

Editor-in-Chief