

## Editorial

The present issue of our journal opens with Slavko Splichal's empirical study entitled "The Rationality of Discourse vs. Discursive Surveillance: Controversies between Two Conceptualizations of Public Opinion in Theory and in Empirical Research". Presenting his arguments against a simplistic surveillance model of public opinion as social control, the author reports the results of a Slovene study into the discrepancy between the willingness of the Slovenes to speak in public and their actual behaviour in public life. The study revealed that there were many more citizens hypothetically willing to speak than those that actually spoke in public to express their opinions. The author concludes that the precondition for public speaking is personal determination and qualification, but also the practical possibility, which, like education, should be provided by society.

In her paper entitled "Media Concentration: A Challenge to Media Pluralism in the New Democracies in Central and Eastern Europe", Zrinjka Peruško notes that media diversity, as well as the diversity of patterns of ownership, have increased during the past decade, but it remains an open question how much such diversity contributes to the pluralism of ideas in real terms. One of the reasons for this situation is media concentration, which blocks the evolution of media pluralism.

The construction of Croatia's media policy prior to the latest Law on Telecommunications and the Media Act is the subject of Nada Zgrabljic's paper "Media Policy and the Public Broadcasting Services in Croatia". The slow legislation procedure and the consequently slow transformation of the state-owned and controlled media into genuinely public media cannot be explained solely by the existence of complex and diverse conceptual models of public broadcasting and different international practices. It is more realistic to seek the reasons for this state of affairs in the similarities with the media practices in the countries in transition, with similar social and economic characteristics.

Ivan Ivas and Lana Žaja, in the paper entitled "Signals of Speech Communication in Writing on the IRC and ICQ", investigate certain semiotic, semantic and stylistic properties of interpersonal private communication by computer. Along with many advantages, this medium also suffers from various limitations in communication, such as the physical absence of the interlocutor. The authors examine how such limitations can be compensated for and overcome, relying on innovations prompted by the new media and the new jargon employed by their users.

Klement Podnar and Urša Golob write about concealed advertising as a destructive phenomenon in the Slovene media. In their article entitled “Advertorial: An Anomaly of the Advertising Discourse”, they note that such “hybrid” messages endanger the ethics of both journalists and advertisers, and they conclude that this is a contravention of the Slovene Media Act and the ethical codes of different professions. The question that remains open is how such practice can be eradicated.

Tarik Jusić is the author of the article on the “Implications of the Law on Public Broadcasting and Commercial Television in Bosnia-Herzegovina”. He concludes that this law will not destroy commercial television, which faces a much more serious threat coming from the undeveloped domestic advertising market, inadequate coverage of the territory of Bosnia-Herzegovina owing to the weak transmission signals, a proliferation of television stations, and price dumping. His recommendation is a closer cooperation between commercial and public television and quality programming, which will prove decisive for the survival of different television stations.

I would like to thank all those who have helped us to bring this issue to our readers. We welcome your cooperation, comments and criticism, and we invite you to continue sending us papers dealing with the theoretical or empirical issues of media discourse.

Editor-in-Chief