

Editorial

This issue introduces the topic of public understanding of science. Communication between science and the public, including the media, is an important topic at the time of enormous technological achievements in science which have direct implications for human life. The communication of science is equally important for the public, the scientists and for journalists.

The issue opens with an article by Ana and Matko Marušić and Aleksandra Mišak, the editors of the *Croatian Medical Journal*, an English-language general medical journal. The authors present their views on communication among scientists. In their article on “Clarity of Scientific Presentations – Prerequisite for Communication Between Scientists and the Public” they argue that the problem of communication between scientists and the public stems from the lack of education in communication skills for scientists. Although scientists are evaluated by the number and quality of their publications, there is no systematic education in writing about their research. The three editors of the *Croatian Medical Journal* write about their experiences with the introduction of a compulsory course on the principles of scientific research and writing for medical students at the Zagreb University School of Medicine.

The second article in this issue continues the same topic. The article “Kipling’s Guide to Writing a Scientific Paper”, written by David W. Sharp, former editor of the distinguished medical journal *The Lancet*, compares the structure of the scientific article in contrast to the news report, and applies the six journalistic questions “Who”, “Where”, “What”, “When”, “How”, and “Why” to the presentation of the research data. The article is an invitation for the media and the science to meet and discuss how they can improve mutual understanding.

Peter Dahlgren also points out the importance of communication skills in the wider context of public communication of citizens. In an article entitled “In Search of the Talkative Public: Media, Deliberative Democracy and Civic Culture” he believes that the contemporary democracy is at an important turning point, and that citizen's competencies, actions and discussions are crucial for its vitality. Decreased participation of citizens in public life is the sign of a malady of civil society. What civil culture should look like, what it looks like today, which factors influence it, and how we can improve it to strengthen democracy – these are the questions for which answers are to be sought in theoretical and empirical research.

The development of knowledge and the quality of specialized knowledge as a precondition of social development and development of active civil society are the wider issues addressed in the paper “The Media and Computer Literacy Project in Europe – The Case of Slovenia”. Karmen Erjavec assesses the Media and computer literacy project in Europe and in Slovenia. The author holds that media and computer literacy should not be limited to technical skills, but should also include the cognitive, philosophical esthetic and ethical dimensions. They facilitate the critical use of the media as a means of civil society. Unfortunately, the market and capital give priority to the technological education of citizens and employees. The topic is important for Croatia because broader computer literacy is forthcoming and the implementation of the project of media education for teachers and schools is going to be considered by the Government.

The article “Internet Addiction: The Case of Slovenia” by Helena Jeriček discusses the Internet addiction from theoretical and empirical aspects. The media can provide values and benefits for everyday life of the Internet users, but the also without appropriate media literacy of the users it can become a source of personal and social problems.

I wish to thank the contributors for their contributions. Please, send your contributions, comments and suggestion to the editor.

Editor-in-Chief