

Editorial

This issue carries two articles reporting the results of theoretical and empirical research of radio and thus contributing to our understanding of this important medium.

Maruša Pušnik's paper on "Communicativeness of Texts in Talk Radio Broadcasts" focuses on radio as a two-way communication process and tries to reconceptualize talk radio as a democratic public forum. Using content analysis, the author tries to find out how the informativeness of utterances, the intentionality of speakers, the colloquialness, implicativeness and commonness of the content affect the communicativeness of texts.

Andrej Pinter's paper on "Between Controversy and Concurrence. The Structure of Opinion and Communication in Call-in Radio Programmes" deals with the communication aspect of radio and its social dimension, while the exchange of opposing opinions on air creates a public/private space in the domain of a media-related public forum.

Sanjin Dragojević and Tanja Oblak – each from a different point of view – analyse the impact of new technologies on the creation of new social forms of cultural exchange.

Sanjin Dragojević's "Cultural Policy Objectives and Measures Developed in National Information Strategies" is a systematic presentation of important strategies developed by Croatia to support the further building of information society. Although special emphasis is on programmes and projects in the fields of culture and cultural policy, the author also elaborates priorities and measures in scientific, educational, technological and information policies.

In her paper entitled "The Internet as a Medium and the Normalization of Cyberspace", Tanja Oblak observes that the contemporary "virtual pluralistic society" is becoming increasingly dominated by the Web presentation paradigm, while the role of dialogical spaces is declining. This leads to effects similar to the concept of the mediated public sphere. As regards the possibilities of political participation of the public, the expected dialogical, interactive potential of the Internet is not fully exploited in the analysed virtual content in Slovenia.

Manca Košir deals with media education and new approaches in acquiring skills required in media-defined time. Her paper on "Integrating the Book into Media Education" emphasizes that today's media education concept increasingly turns to the book as a key source of understanding media.

We wish to thank the authors for their contributions. Media experts, as well as experts in other fields, are invited to participate with papers on media and journalism in so far as these are interrelated with their fields of interest and scholarly work. We especially welcome young authors with their research papers and book reviews.

The Editors