

Editorial

The present issue carries scientific articles written mostly by younger scholars which deal with various phenomena involving the mass media in the process of digitalization as well as the changes to public communication in the computerized society.

The article “Digital Television in Croatia: Is Television Becoming a New Media?” written by Viktorija Car contributes to the current discussion about the ways in which technological innovations influence the transformation of television as the most popular media. Technological achievements break the boundaries between telecommunication, IC technologies and broadcasting which lead to the convergence of media. Television in Croatia is in search of a new identity, its survival as a public service depends on the possibility of digital redefining and restructuring, but the implementation of new technological achievements precedes development strategies or plans.

The article “Television Reports in Slovenian Daily News Broadcasts” by Vesna Laban focuses on an analysis of the (inter)discursive structure of television reports in daily news broadcast made by the Slovenian public television broadcaster Televizija Slovenija and the commercial television company POP TV during 2005 and 2006. Critical discourse analysis and language-style analysis methods are used to study a broad range of television reports’ topics, forms, structures, language styles as well as verbal and visual communication techniques. Stress is given to visualization and grafication; the role of the news anchor as an impersonal authority and his right to use direct speech are being questioned.

Hrvoje Stančić, with a group of students, in his article “Comparative Analysis of Interactive Web Services” deals with the question of the influence of the collaborative media on the modern information society. The paper stresses the importance of today’s most popular services, varying from search engines, all kinds of online communication, and different types of leisure services, on the behavior and expectations of all participants in global Internet-based communication.

Igor Vobič, in the paper “The Normalization of the Blog in Journalism: Online Newspapers of Slovene Traditional Media”, explores the characteristics of the blog as a technological and communication phenomena, as well as the sociological and political dimension of that kind of communication in the democratization of the media sphere and the consequences of including blogs in the daily on-line issues of the classical newspapers in Slovenia. He points out that this convergence is not good either for journalism or for blogs as a genre because “this leads us to the pervasion of the discursive status of journalism and of the blog, whereby journalistic responsibility and identity, as well as journalistic ethics, remain in crisis”.

In the paper “Language in the (Con)Text of Computer Mediated Communication” Tadej Praprotnik analyses different problems of computer mediated communication and e-communication. Participants are faced with the modified communication context which differs in many elements (such as anonymity, non-verbal communication, paraverbal communication, and context) from face-to-face com-

munication, which leads to different kinds of new stylistic and linguistic styles and forms.

We wish to thank all those who contributed to 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
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