

Editorial

Since the last issue of *Media Research* has been published, a few important social events occurred, including demonstrations of journalists in front of Government's building, initiated by assaults on their colleagues. They claimed their civil and rights, and freedom to write freely about corruption and crime, without fear of revenge. They called for official institutions to find and punish the perpetrators of those attacks. They pointed out to the public that freedom of speech is not as "free" as guaranteed by the Constitution, that citizens are not as safe as the police claims, and that the "fearful seduce of journalism" called censorship is alive and well even in democracy. Journalists believe that censorship is pronounced more and dangerous than ever. They warned that crime is also present in the media and among advertisers controlling the media space. The official public has not responded to warnings about the freedom of speech, and there was no public debate about the future of research journalism in such a corrupted environment. At the same time, the number of universities and private schools with modern and expensive educational programs for young journalists is increasing. How is the class for Modern Croatian Journalism or Media Corruption going to be taught, how will this problem be introduced to scientific discourse, discussed, and published?

Another event, only seemingly unrelated to this problem, happened during the preparation of this issue *Media Research* journal. Richard Horton, editor-in-chief of *The Lancet*, one of the oldest and most prestigious medical journals, visited Zagreb in the organization of the National Foundation for Science, Higher Education and Technological Development of the Republic of Croatia and Ministry of Science, Education and Sports. During his lecture entitled "The Nightmares of a Middle Aged Editor", from a standpoint of an experienced science journal editor, he raised the question of corruption in science. Firstly, what does the word "science" mean nowadays? Is science just research, projects, laboratories, and experiments or does it comprehend the question of vices and virtues of the society and scientific community? How does scientific community handle the problem of integrity in publishing? What is the role of the editor, and what of reviewer? Is their contribution to public's opinion on scientific publishing appreciated and supported? Does scientific community appreciates communication skills of different journals, or ignores and attacks them, solely because of the inability to publish? How to develop a dialogue between editors, authors and reviewers, in favour of overall prosperity? How to accomplish a successful cooperation in the global scientific community without local collaboration? Is this a question of several isolated cases or do we need to change habits and practice of higher institutions such as universities, faculties or reviewers, who consciously or unknowingly support deception, corruption, unprofessionality, leisure, and plagiarism? There are no easy answers, each and every one of us must find them within his or hers conscience and love towards science and country, as Richard Horton, said in his inspired speech we present here in entirety.

In this volume, with the permission of the European Council and Mr. Lee Hibbard, we disclose a paper by Divine Frau-Meigs entitled "Media Literacy and Human Rights: Education for Sustainable Democratic Societies". Prof. Frau-Meigs, professor at Sorbonne and director of master's programme on e-learning and media education engineering, gave the report at the convention on media literacy in Graz, Austria, in 2007. The paper discusses the type of media literacy we need, skills necessary for media literate society and teaching methods. Basic guidelines, merely of interest to the Croatian media and educational politics, are created through critical analysis of the situation in media literacy.

In her article entitled "How to Study the History of Journalism? Critical Overview of Trends in Journalism History", Karmen Erjavec looks into the traditional perspective of journalism history research. According to her beliefs, journalism history is not being taught enough or accurately, and she explores the possible causes and consequences.

In the article entitled "Media, Identity and Gender: In the Aftermath of Feminist Theories and Methodologies on Media and Journalism", Zala Volčič offers an overview of theories and methodologies used by feminist movements in analysing media and journalism.

In his article entitled "PR Models in On-line Environment", based on the results of empirical research on people employed in public relations, Bernard Miočić shows that the model of public informing is realised through the Internet, with interactivity still remaining unused.

We bring a few book reviews. Among other things, we present a book by Marshall McLuhan "Understanding Media", translated into Croatian language 40 years after its publication.

We are expecting your articles and suggestions. We welcome the results of theoretical or empirical research, book reviews, reports and comments on educational programs and schools.

Thank you for your collaboration, we look forward to your comments and criticism.

Editor-in-Chief
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