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Editorial

Dear Readers,

It is a great pleasure for us to present the second issue of *Studies in Communication Sciences* for 2010. This issue emphasizes how broad the scope of communication and media sciences can be, while also showcasing the interconnectedness among insights despite varying angles and perspectives. We believe it is important to highlight the diversity of our discipline within our publication. Topics in this issue range from recent developments in the digital media age and their subsequent challenges to philosophical arguments for the impossibility of journalistic objectivity within the rising complexity of our world. Between these poles we've focused on two primary areas of interest extracted from papers submitted and accepted for publication.

First, we acknowledge a rising number of research projects aimed at exploring how so-called "quality journalistic content" is produced and secured within an unstable, rapidly changing media environment. This segment contains a series of approaches and analyses regarding quality content and production in broadcasting and print. The question of how obligations of public service and public information are reached through news production in economically uncertain environments and for intercultural, diverse audiences is posed. In discussing whether integration affects the influence of advertisers on journalism, the authors identified interesting methods and angles nurturing substantial discourse on the quality of media production.

Beyond quality, our contributors concentrate on different aspects of online communication and digital media as well as the resulting modifications in society, organizational communication, media use and forms of interaction. The range of focus covers methods and reflections on the dominating media shift toward an "online-society," which happens to be the topic of the last SGKM conference in Luzern during March of 2010.

The conference not only gave participants great inspiration, but remnants of insight can be observed in several papers published in this issue, where we see that dominating media paradigms must be reconsidered in order to discover new conventions in online communications.

New approaches will soon become necessary for our own business, as *Studies in Communication Sciences* is currently engaged in a creative repositioning process. With regard to a very competitive and increasingly international scientific publishing market the editorial board will rethink the structure, language and positioning of our publication and its unique characteristics. From the hour of *SComS*'s birth, it has been our aim to promote the aforementioned diversity of Swiss and international communication research. To remain as future-orientated and diverse as we've been since our nascence in 2000, we find ourselves in the midst of an innovative, open process of re-strategizing, where input from our readers is very welcome.

We'd like to wish our former, current and future contributors, supporters and readers a happy New Year in 2011. We hope you'll gain valuable insight from our latest issue.

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