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Editorial

Welcome to the first issue of *Studies in Communication Sciences* edited jointly by the Swiss Association of Communication and Media Research (SGKM) and the Faculty of Communication Sciences of the University of Lugano (USI). The recent merger of our two journals provides the opportunity to strengthen the mission of *Studies in Communication Sciences* and of the former *Medienwissenschaft Schweiz* journal, namely to overcome cultural and disciplinary boundaries within the realm of communication research. It also strengthens and highlights the institutional ties of the journal on a national and international level.

SComS is an experimental journal, as it is not confined to traditional disciplines, schools, or regional areas. You will find this experimental approach reflected in the articles of this issue. They are mostly the result of a (provocative) *Call for Papers* that asked researchers in the domain of communication sciences to reflect on their field and highlight key debates in it. Some authors of this issue have approached this challenge through diachronic analyses, while others have focused on certain regions, while still others have opted for a particular perspective or key topic. All in all, the articles reflect the diversity of topics researched within the realm of communication studies, ranging from journalism, entertainment, fashion, management, to sports.

Our belief is that these diverging perspectives can ultimately lead to a convergence of our understanding of the factors that shape communication. Through this diversity in approaches and perspectives, similarities in the researched phenomena can be made visible. This, however, requires an elicitation and clarification of the differences among the different research traditions and approaches. It requires furthermore that scholars from one tradition, school or region make a genuine effort to understand those researchers who take on a radically different perspective in their analysis of communication.

We have only begun to explore this premise and hope that the forthcoming regular and special issues of *Studies in Communication Sciences* can help to establish communication sciences as a truly transdisciplinary and cross-cultural endeavour. As some contributions in this issue show, Switzerland with its own multitude of communication approaches and cultures may be a particularly suited base to host and facilitate such an international scientific dialogue. It is a Swiss tradition that this dialogue may be at times regionalized (as the – for now – event and news section in German shows) and that minority views and approaches are respected and encouraged (as emphasized in our editorial policy that invites contributions in English, Italian, French and German).

We hope that you find stimulation (and irritation) in this diversity and look forward to a productive and provocative dialogue.

Martin J. Eppler,
Eddo Rigotti,
Gaetano Romano,
Philippe Viallon