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Editorial

Dear Readers,

This issue of *SComS* will be among the last to appear using the model inherited from the fusion of *Medienwissenschaft* and the former *SComS*. The current *SComS* was produced by a team of four editors supported by a secretarial office, responsible for managing all requisite tasks related to the journal's production, including responding to article submissions, creating an online archive of previously published issues, and overseeing the print and distribution. While yielding excellent results, this approach nonetheless required an enormous amount of work and led to difficulty in finding qualified multicultural reviewers. Our dedication to providing you, the reader, with a body of multicultural research produced in four languages, is often if not always the result of long hours of work and many compromises on behalf of the editors, hammered out in emails, telephone calls, and meetings.

Thus, after eight years, we have decided to professionalize the material aspects of the journal's production and expand the international scope. To do so, we requested and received proposals from four publishers. After reviewing the submissions, the editorial committee recommended that an offer from the English publisher Elsevier be accepted. Many of you already are familiar with Elsevier and may use its efficient online system. This recommendation has been approved by our two governing bodies, SGKM and the Facoltà della Svizzera italiana. *SComS* will be the only communications journal produced by Elsevier and we stand to benefit from its worldwide distribution network. This change will be made without increasing costs while maintaining the journal's essential character, notably its multicultural editorial team and production in four languages. In addition, it will enable us to enlarge our advisory board to include both Swiss and foreign members. We offer our thanks and gratitude to all the current members of the board, as well as those who have agreed to join. Their expertise has been appreciated immensely.

As you discover the new *SComS*, we'll continue to search for an amiable balance between Swiss and non-Swiss subjects. In this issue, the first three

articles are dedicated to the Swiss press. Heinz Bonfadelli et al. discuss the evolution of the journalistic profession in Switzerland. The article fills a gap in international coverage and thus allows for international comparisons of the field. The research is particularly interesting for its historical perspective, as it traces the evolution of the journalistic profession in Switzerland throughout the last decade. Gerardo Bramati focuses on the influence of PR on the Ticinese press, and his results confirm its increasing role. He finds that the traditional realm of journalism and timely reporting of facts are increasingly affected by the commercially influenced communications field, dominated by communications professionals. Once again, the available comparisons within Europe are interesting. Verena Strunk and Matthias Gerth analyze the campaigns for referendums and elections in the canton of Zurich. They illuminate the subtle game communications professionals play with the “free” media, which provides independent political coverage, and the “paid” media where communications experts can influence the content, form, and timing of coverage.

The next two articles are dedicated to the field of health communication. Nicola Diviani describes the origins of the concept and sketches a history of its evolution. Peter Schulz et al. study the role of the Internet as “primary care physician” and why more people accept this new function. They also create an interesting typology that expands beyond the health field to more broadly analyze the relationship between the individual and information. Among their findings is that better-educated individuals use the Internet more. The Web reinforces their advantage.

The last two articles concern the Internet and television. Axel Schmidt analyzes how the freedom of speech offered by the interactive nature of Web 2.0 can be transformed into negative dialogue. Manuel Puppis and Matthias Künzler examine the reforms made by Swiss public television and conclude that the changes modernized public television while maintaining its structural and underlying strengths.

Before giving the floor to our authors, the entire editorial team would like to thank Roger Blum, not only for his contribution on Enrico Morresi, who has played a fundamental role in the Swiss Press Council, but also for his continuous and critical support of our journal.

Philippe Viallon on behalf of the editorial board