Editorial

Guest Editor's introduction

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The eclecticism of the contributions to this Spring 2013 issue of the "Central European Journal of Communication" reflects the varied unresolved issues, newly arising problems, the diverse paths of media and journalistic evolutions, and the unmistakable similarities between some core issues regarding these that one finds within and outside the Old Continent. The centrality of both the means of communication, the nature of communication and its importance in each country, as well as globally, be it news, information, entertainment or advertising, has never been stronger than in this age of technology-driven oversaturation of instantly deliverable messages.

From one end of the world's map to the other, socio-political, economic, cultural and technological changes and exigencies are radically altering both the means of communications, as well as the nature of journalism and the media audiences' expectations. This new reality is burdening the applicability of the fundamental theories in media and journalism scholarship. It is also straining the applicability of the traditional definition(s), role(s) and ethics of journalism, and the nature, contours and business models of media systems. In addition, it is bringing into question the approaches to and utility of the journalism and media education systems.

The work carried out by journalism and media scholar-teachers has, therefore, gained additional importance as more and better understanding of what underlines the media's existence, how and why they function, and what effects they have on society bring a better understanding of the very nature of a society's socio-political and economic profile. No less important is the understanding of all the socio-political, economic, technological and cultural effects upon the media. The offerings in this issue of the journal are small but significant additions to this necessary storehouse of knowledge and understanding.