

Editorial: At the end of Year One, Another Editorial

This (OBS*) issue brings with it another dual approach for knowledge dissemination in communication sciences.

The first half of the articles published here are one of the outputs of COST 298 "Broadband Society" network sessions "Future Directions in Broadband Scenarios and New ways to Design Scenarios", held in Moscow in April 2007.

The second group of articles, here published, brings together a group of Portuguese speaking researchers that have in common the fact of having been present at the 5th SOPCOM¹ Conference held in September 2007, in Minho University, Braga, Portugal.

(OBS*) publishes here a short selection of articles submitted to the 5th SOPCOM that, from our point view, give our readers the idea of the wide scope of researches being currently developed in Portugal.

Our objective is to give a better knowledge of what are the multiple faces of research being carried in countries where researchers publish in English, Portuguese, Spanish, Italian, French and Catalan and Galego. We believe that this issue is another important contribution towards our editorial objective, and hope the following articles will provide such knowledge.

This Part II starts with Carla Cerqueira's "The Press from a Gender Perspective. Representations of women in journalistic speech on the International Day for Women". Serqueira's paper focuses on the representation of women in journalistic speech on the International Day for Women. Cerqueira argues that, on such a day, themes associated with the female gender are more easily included in the media agenda but, as she denotes, it matters also to understand what image they give of the media choice criteria's.

Fernando Zamith, focus is analysis on the online newspapers by building a matrix that allows for comparison between different publications in different countries. Its final objective is to reach a comparable set of appropriation choices by newspapers of the technological possibilities offered by the Web.

"Literacies and the Responsible Use of the Internet" is the focus of Nelson's Vieira paper. Vieira's focuses in questioning what do we really refer to when talking about new forms of literacy that are emerging, namely, information literacy and Internet literacy. Vieira's paper tries to answer that set of questions formulated by the Public, the decision-makers and the Academy.

¹ The SOPCOM is the Portuguese Association of Communication Scholars and Researchers and its conferences are a bi-annual event and its events and newsletters can be reached at <http://www.sopcom.pt/>

Miguel Coelho's paper entitled "Public Relations and Organizational Communication in Portugal" draws from a research study based on the adaptation of the "Excellence Project", a reference study on public relations and organizational communication management developed by the International Association of Business Communicators (IABC), in the 1980's and 1990's. This particular analysis sought to identify issues related to excellence in organizational communication and public relations. Results identified a number of relevant items that translate the most significant difference between the best and worse organizations.

Maria Manuel Borges brings into this (OBS*) issue the analysis of intellectual property. The paper entitled "Intellectual Property: From Private Rights to Commons Goods" is an analysis of the importance of the debate around copyright ownership issues. Maria Borges argument is that, such a debate, has increased since knowledge has become the engine of the new economy and its circulation in digital networks on a global scale has been intensified. The discussion here presented is focused mainly in the question of encouragement to innovation: if, on one hand, the legislation that regulates this kind of rights has the protection of creative work and achievement as an aim, on the other hand it can generate a conflict between private privilege and public interests, where a balance between the two is to be desired. The free flux of information is important in all areas, but of the essence in science. Therefore, Maria Borges argues, that authors are lead to explore new ways for sharing information that complement the traditional ways followed up till now.

Rita Figueiras contribution is entitled "Pundits Agenda and the National Politics in the Op-ed Section" and focuses its analysis on the mainstream media Pundits agenda. Rita Figueiras main purpose is to identify the relevance and arguments used to debate the thematic of "National Politics" in op-ed sections of the media. The analysis, is therefore, based in the discussion of the political and meditated prominence of Pundits in the Portuguese society and what relation can be sought between such opinion makers and the detachment between voters and the political system.

Still focusing on democracy and media relationships, Marisa da Silva focuses her analysis on the role of letters sent to the newspapers editors in a deliberative democracy model. As Marisa da Silva expresses, letters-to-the editor may be described as a means by which the readers have the opportunity to express their opinions about many subjects. In order to study the way by which the reader's voice is selected and constructed by press, Marisa da Silva analyzed the social context and the news production practices surrounding letters to the editor in two daily Portuguese newspapers: *Diário de Notícias* and *Público*. Marisa da Silva, argues that deliberative democratic theory offers, in this context, a powerful conceptual map for evaluating the practices and routines observed in newspapers newsrooms. This paper intends to verify how the selection criteria of letters to the editor may shape the perception that press in general has from its public.

Returning to the role of gender in communication in this (OBS*) issue, Francisco Pereira and Jorge Veríssimo bring to our attention the role of Women in Advertising and the building of Gender Stereotypes. This paper looks at the reality of advertisement gender stereotyping in Portugal and how stereotypes are conveyed to receivers, especially young people. In the first half of the paper, factors of women's discrimination in regards men in advertisement are focused and its questioned which roles each character develop in advertisement, and what type of instrumental and final values are conveyed. In the last sections of the paper Veríssimo and Pereira attempt to identify attitudes towards sexual images as part of advertisement, trying to answer if one's attitude towards advertisement is influential on his/her's analysis.

Stereotypes play a role in our mediated world and José Carvalheiro's "Ethnicity and the Media: the "arrastão" in the Press" focuses again on one of them. Carvalheiro's paper looks at a media event known in Portugal as the "arrastão" at the Carcavelos beach, examining the representations dealt with by the national press in the following days, which built up a discourse of racial collectivization and culturalization of a minority group inside Portuguese society. Before empirical analysis the article reviews the notion of ethnicity, and also relates to a body of research suggesting that symbolic ethnicization of some migrant's descendants in Europe is more fed by mainstream national media – particularly journalistic genres – than by ethnic media, although these are ideologically supposed to reproduce cultural difference.

This (OBS*) issue ends with Inês Amaral's "Migration Towards Cyberspace: the social dimension of virtual worlds". Amaral's argument is that although cyberspace is of a virtual nature, it has concrete existence and therefore its effects are real. The aim of Amaral's writing, is one of analysing the concepts of virtual worlds, virtualization of public and private spaces, online identity, understanding how these notions have been adapted to the new conditions created by cyberspace. Amaral's intends to understand how do virtual worlds (which are considered in this paper as intermediate spaces since they are not disconnected from the offline world), create new kinds of sociability and establish new social practices.

We hope this issue of (OBS*) might live to your expectations and wish to thank you all that have allowed this venture to become an editorial success with more than 25.000 downloads of papers, here published from May 2007 to May 2008.

Gustavo Cardoso and Rita Espanha

Editors