Editorial

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Dear SComS readers,

We are excited to announce that, starting with this issue 17(1), our journal *Studies in Communication Sciences* (SComS) will be published Open Access on the HOPE platform of the Hauptbibliothek of the University of Zurich; you can access our new SComS at www.scoms.ch. HOPE refers to *Hauptbibliothek Open Publishing Environment*. Located in and managed by a Swiss academic institution, this platform provides full open access to SComS contents, with a strong commitment to a transparent and qualitatively excellent publication process, whilst guaranteeing no publishing fees for our authors. We are grateful to Elsevier for our collaboration, which lasted from 2012 to 2016; now the moment has come for us to be open to the future. Paper copies of our new SComS will still be available – for example, in the main libraries at Swiss universities; but all the contents will be also freely available for everybody to download from our website.

In recent years, several institutions in the Swiss academic landscape have pointed at the importance of an open access strategy for scientific publications, highlighting values such as accessibility and transparency. Among these institutions, we find the Swiss National Science Foundation, *swissuniversities* (the new Rectors' Conference of Swiss Higher Education Institutions) and the Swiss Academy of Humanities and Social Sciences (SAGW). Within this movement for open access, the platform HOPE was set up with the support of *swissuniversities*. The choice that we have made at SComS is to be the pioneers of change towards a more transparent and accessible publication system.

Our vision is that moving to an open access system will help SComS to

strengthen its role as a hub for high quality research on communication in all of its aspects. We will reinforce our specific focus on the Swiss communication and media landscape, whilst maintaining a broad and inclusive publication strategy, which allows to take into account recent developments nationally and internationally. The traditional features that make SComS a unique journal will be also strengthened: first, the awareness that communication is a complex phenomenon and a complex object of study, which requires to be approached from different angles, and which can touch phenomena varying from interpersonal communication to all forms of mediated communication. Second, SComS will continue to welcome contributions that analyze the strategies and processes of communication as well as the media and technologies that enable those strategies and processes. Third, HOPE will support our effort to publish research in four languages (English, German, French, Italian), in order to facilitate findings to be disseminated in the Swiss territorial and academic landscape as well as internationally. Finally, as it is now a well-established practice, we will encourage not only submissions of individual papers but also proposals for thematic sections; the open access choice will enhance visibility of these contributions.

The transition to an open access environment happens precisely when SComS celebrates ten years since the collaboration between the Swiss Association of Communication and Media Research (SACMR) and USI – Università della Svizzera italiana has been established (2007–2017). On this occasion, we would like to thank all the colleagues who have contributed to SComS as members of our Advisory board. We are also particularly grateful to our

predecessors as Editors of SComS during these years of fruitful collaboration (in temporal order): Philippe Viallon, Gaetano Romano, Martin J. Eppler, Eddo Rigotti, Stephan Russ-Mohl, Diana Ingenhoff, Jeanne Mengis, Annegret F. Hannawa, Annik Dubied and Klaus Neumann-Braun. We are glad to announce that the whole history of SComS (including its founding phase, in which this journal was exclusively based at USI, from 2001 to 2007) can now be found on our new website: <http://www.hope.uzh.ch/scoms/about/history>.

Moving to discuss the articles that I have the honor to introduce, issue 17(1) perfectly reflects the variety of approaches to communication and the multilingualism that are typical of SComS. The general section includes four articles. The first article, by Jochen Hoffmann, Ulrike Röttger and Rada Babic (“It’s still the media. How professionalism in corporate communication influences the prioritisation of organizational environments”) argues that specific skills to deal with the media are crucial for professional corporate communication practitioners. In opposition to a widely accepted definition of corporate communication as the capacity of dealing with multiple stakeholders, the authors maintain that professionalism in corporate communication encompasses specific skills to deal with the media as a particularly important segment of the stakeholders. Findings are based on a cross-cultural comparative survey conducted in Austria, Germany, Switzerland, Australia and Indonesia.

“Consumers’ experiences of appropriate sales interaction: a speech code theory perspective”, by Jonna Koponen and Saara Julkunen, proposes an investigation of what an “appropriate sales interaction” means in the perspective of speech code theory, which analyses the relation between cultures and ways of speaking. This paper is focused on communication in interpersonal, one-to-one relationships between salespersons and customers in the Finnish context.

The following paper, by Mary E. Donato and Megan R. Dillow, proposes to analyze interpersonal relationships and the possible conflicts that might occur within them in what could be considered the first communication context that humans encounter: namely, the family. In fact, “Conflict management in adult sibling relationships: Differences in interpersonal power, sibling influence, and conflict tactic use among sibling types” examines differences in adult siblings types (hostile versus intimate) and relates those differences to more or less prosocial tactics of conflict management. The findings suggest that intimate adult siblings have a more positive perception of the other and use more effective conflict communication.

The general section is concluded by a paper that goes back to a broader view of communication processes and the role of media within them. Christian Morgner (“Global media and time: A conceptual and historical perspective”) reflects on how media such as newspapers, TV and social networks frame and configure events as objects of global interest through communicative processes across time. The paper is based on a contrastive qualitative analysis of media coverage of events based on Grounded Theory. Readers will learn about the role of time in the communicative configuration of events in different historical eras and through different technologies, by means of a comparison of the coverage of the sinking of the Titanic in 1912, the assassination of John F. Kennedy in 1963 and the Fukushima accident in 2011.

As it is traditional at SComS, this issue also offers a focus on a particular topic of communication: in this case, free press. This topic is considered in a thematic section, which presents evidence from Switzerland as well as from other countries (Denmark and Israel). This thematic section, which is illustrated in greater detail in the introduction by the guest Editors Audrey Alves, Loïc Ballarini and Christian Lamour, discusses professional norms, business models and interactional routines in the production of free daily newspapers, which have been part of the media

landscape for about two decades. The first article (“Journalists like the rest of them? A case study of journalistic work routines at a Danish free newspaper”), written by Kirsten Sparre, analyses the journalistic work routines in *Metroxpress*, a Danish free newspaper. On the basis of this case study, the author concludes that professional routines of free press journalists are similar to those of colleagues in the paid press and they are widely recognized as such. In “The Ripple Effects of a Partisan, Free Newspaper: Israel Hayom as Disruptive Media Actor”, Michael Dahan and Mouli Bentman discuss a case of a free newspaper in Israel (*Israel Hayom*), arguing that this newspaper has acted as a disruptive force in the national media sphere. The thematic section is then closed by Christian Lamour’s paper, focused on the Swiss free newspaper *20 minutes* in its French edition (“*20 Minutes Suisse Romande: géographie économique d’un média helvétique et lémanique*”). This paper examines the complex interrelation between a free newspaper and its territory, taking into account both how the territory influences the media and how the media represent geographical borders and territories.

The present issue of SComS also includes two book reviews and a conference report. The volume “«Dites donc il fonctionne pas ce machin». Regard sur le support informatique”, written by Sophie Lambolez, is reviewed (in English) by Sara Greco. “Die Entdeckung der Kommunikationswissenschaft. 100 Jahre kommunikationswissenschaftliche Fachtradition in Leipzig: Von der Zeitungskunde zur Kommunikations- und Medienwissenschaft”, a volume edited by Erik Koenen, is reviewed by Mike Meissner. This section is closed by a conference report, written by Diana Ingenhoff, who reports about the first of a series of events launched by the Academy of Humanities and Social Sciences under the slogan “La Suisse existe – la Suisse n’existe pas”. The title of this conference report, namely “Migration and Swiss identity: How much space for the foreign in the familiar?” raises perhaps one of the most crucial issues in the current cultural and

human landscape, addressing it from a viewpoint of communication.

As our readers will have noticed, similarly to the paper sections, the book review section is equally characterized by multilingualism. In some cases, our book reviews and conference reports are written in a language other than the one of the reviewed volume or of the conference. As Editors, we encourage this choice, in order to promote scientific dialogue across different languages and traditions.

We would like to thank our authors, previous Editors, reviewers, and readers, for having followed our journal in a journey that has brought us to becoming one of the first open access journals in Switzerland, with the ambitious aim to offer a multilingual and multi-disciplinary platform for recent developments of communication studies in all of its dimensions and facets. Whilst thanking you all, we encourage submissions for our new SComS.