

Editorial

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Dear SComS readers,

We are pleased to introduce the first issue of 2020, which comprises six articles, two book reviews and a manifesto. The contributions of this issue touch on a range of topics that demonstrate the diversity of communication research: the General Section presents two articles, one investigating the media coverage of Latin America in the German press, the other dealing with the linguistic change of Hebrew words in relation to changes in the social context. The Thematic Section, introduced by Carlo Raimondo and Andrea Rocci, casts a discourse analytical perspective on financial communication, whereas the book reviews discuss the representation of Islam in the mainstream press and a call for an increased public engagement of communication scholars. The issue closes with a “quasi-manifesto” on fashion communication research.

The General Section opens with Regina Cazzamatta’s research on the representations of Latin America in the German press from 2000 to 2014. Relying on a corpus of three daily broadsheets and a news magazine, the author identifies four major news coverage patterns, which display substantial changes compared to previous studies. In particular, the analysis shows how the continent’s political and economic transformations and its changing relationships with European countries are reflected in their media coverage.

The article by Rama Manor and Avi Gvura examines the change in the meaning of two Hebrew verbs, using numerous examples taken from a broad and diverse corpus. The authors reconstruct the shift in meaning from physical to metaphorical motion, which signifies a change in social conduct and / or a change in an emotional state. These shifts are driven by social

change, which leads to new needs for linguistic expressions, and media discourse, which disseminates and solidifies the new meanings.

The Thematic Section of this issue is dedicated to discourse analytical approaches to financial communication. Edited by Carlo Raimondo and Andrea Rocci from the Università della Svizzera italiana (USI), who introduce the section in more detail, the articles originate from a conference held at the USI that brought together scholars working in the burgeoning field.

Across the different contributions, the authors draw our attention to the central theme of trust in financial communication. As the different studies show, economic and financial transactions by large corporations and banks are premised on and sustained by transactions of a different kind, which involve the negotiation of organisational performance *vis-à-vis* the expectations of shareholders, customers and markets. These transactions are of a communicative nature and intended to sustain the reputation of economic organisations and financial institutions as a central public – and volatile – resource. Economic and financial success therefore hinge on successful communication strategies, and the articles of the Thematic Section show in great detail how narratives of transparency and responsiveness, rhetorical appeals to shared values and (re-)framing strategies work to legitimise economic organisations and financial institutions and convey a sense of continuity.

The Reviews and Reports Section presents two recently published books: “European identity and the representation of Islam in the mainstream press: Argumentation and media discourse” (2019), written by Salomi Boukala and “The communication manifesto” (2020), written by Silvio Waisbord.



The first book, presented by Dimitris Serafis, offers a new look at a theme that has been extensively studied by communication sciences: European identity and the representation of Islam in the European press. The novelty lies in the multidisciplinary approach as Salomi Boukala's study draws on critical discourse analysis, argumentation theory, political science, anthropology and cultural political economy. Dimitris Serafis provides an engaged synthesis, focusing in particular on the notion of hegemony. The book shows how the media's construction of a supranational European identity is organised via references to the EU and the representation of Islam as a common European "Other".

The current debates on the new coronavirus (Covid-19) show that communication research appears to have little public relevance in discussions on the relationship between science and society. In his book, "The communication manifesto", Silvio Waisbord argues for a greater public engagement of communication scholars. He identifies obstacles to public engagement at a structural and institutional level (prevalence of political and economic in-

terests but also academic expectations for scientific production). Waisbord's book is particularly commendable for offering not only an analysis of the status quo, but for outlining proposals for how to overcome the existing obstacles. Silke Fürst's review, a specialist in science communication, offers an informed and enlightening synthesis and discussion of the book.

The last contribution in this issue is a paper written by Lorenzo Cantoni et al. during FACTUM19, a conference devoted to fashion communication research, which took place in Ascona last year. Its aim is to consolidate the scientific field of fashion communication and to support an international network of researchers in this area. This document is a position paper, signed by more than thirty researchers from all over the world in favour of fashion communication, and a valuable synthesis of a growing scientific field.

We hope you will enjoy reading the contributions of this issue.

Sébastien Salerno and Thomas Häussler