



Editorial

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Dear SComS readers,

The publication of issue 20(2) of SComS marks an important occasion, namely the 20th anniversary of our journal, which was founded at USI – Università della Svizzera italiana twenty years ago, and consequently published its first issue in early 2001. As you might know, SComS was merged with *Medienwissenschaft Schweiz* (a publication by the SACM – Swiss Association of Communication and Media Research) in 2007, keeping the name *Studies in Communication Sciences*. Seizing the occasion of this achievement, we would like to share some important information with you. First, speaking about the history of our journal, we remind you that the early issues of SComS and of *Medienwissenschaft Schweiz* are fully accessible on our website (section “Archives”), thanks to our collaboration with e-periodica. Second, we are happy to announce that SComS now has an *online first* publishing policy, meaning that articles are quickly made available online. This policy increases the pace and visibility of articles published in SComS, which is a clear advantage for both our authors and readers. Finally, if you wish to receive regular updates on news, thematic sections and articles published, we encourage you to follow SComS on Twitter (@SComS_Journal).

Moving on to discuss the contents of SComS 20(2), we are pleased to announce that this issue contains a variety of topics and perspectives in our field. Alongside a General Section and a Thematic Section, it also contains a Community Section, in which we publish a summary of the PhD thesis that has won the SACM Dissertation Award 2020. Finally, this issue includes a Reviews and Reports Section that com-

prises two book reviews of recent publications in our field and a report on a scientific workshop held in Zurich.

The three articles included in the General Section deal with different spheres and practices in communication. In «Sprachniveau in Online- und TV-Nachrichten: Eine quantitative computergestützte Textanalyse der Online- und TV-Berichterstattung von ARD, ZDF, Sat.1 und RTL», Benjamin P. Lange, Aylin Bayirli and Frank Schwab propose an evaluation of the language level of German online news from public and private sectors comparing them with the language level of original TV news transcriptions. Their analysis is based on quantitative methods, and relies on the program *Linguistic Inquiry and Word Count*, which allows a computer-aided text analysis of language level according to different standard parameters (such as vocabulary diversity, word complexity and sentence complexity). The findings of this paper show that online news have a higher language level according to some of the considered parameters, which can be explained due to the differences between written and oral language. This study also shows that online news are more similar among them than TV news are, which is interpreted by Lange and colleagues as a phenomenon of *convergence* of online media versus the *concurrence* of TV systems with different goals and traditions.

The second article of the general section, entitled “How to play... popular music: Didactic action and the display of musical expertise in online tutorials” and written by Christofer Jost, investigates musical practices on social media, examining the display of expertise within the field of popular music-related online tutorials distributed on YouTube. More specifically, Jost



studies how musical knowledge is embodied in performative acts during the tutorials and how this embodiment is processed via audio-visual media. On the basis of the analysis of a sample of YouTube clips, the author discusses current trends in online tutorials of popular music, concluding that the following characteristics are salient: gender-related and national disparities, a tendency to professionalization and emergent recurring didactic patterns, which are partly dependent on the specific YouTube environment.

Finally, in “‘My kid, my rule’: Governing children’s digital footprints as a source of dialectical tensions between mothers and daughters-in-law”, Davide Cino and Chiara Dalledonne Vandini shed light on communication issues emerging from the delicate interaction of the private, “domestic” sphere and the public sphere on social media. They investigate social media dilemmas (SMDs) that mothers experience regarding their children’s social media presence, for example when their mothers-in-law engage in online sharing about their offspring, thus going against mothers’ expectations about their own agency and violating their boundary expectations. Cino and Dalledonne Vandini’s article is based on the analysis of 224 online posts from discussion threads, in which mothers discuss and seek support on this topic. Findings from this study reveal the main boundary issues experienced by mothers in relation to mothers-in-law sharing about their grandchildren. More in general, this paper explores dialectical tensions between the nuclear and the extended family regarding SMDs and opens questions about the inter-generational negotiation of boundaries in family communication.

This issue’s Thematic Section is entitled “The dissolving boundaries of hybrid journalism” and concerned with current transformations of journalism, its shifting boundaries, and the advent of new forms of journalistic work that are often based on collaborations with actors outside the journalistic field, such as activists or hackers, or that use technological innovations such as information security tools, algo-

rithms, artificial intelligence or machine learning. In addition to their introductory guest editorial, the guest editors Colin Porlezza and Philip Di Salvo have collected three papers that focus on “hybrid journalism” from various perspectives and that aim at discerning ongoing transformations of journalism against the background of networked communication and datafication. The examined topics include, e.g., a detailed discussion of the concept and theoretical origin of *hybridity* and the usefulness of this concept for grasping the changing character of (digital) journalism. Furthermore, the approach of practice-theoretical journalism research is presented as one example of theoretical toolboxes that provide alternate and innovative perspectives for analyzing digital journalism. Finally, new and controversial “hybrid players”, such as hackers that become journalistic sources, are examined regarding the implications for the negotiation of journalistic roles, norms and practices. For more information on the Thematic Section, we invite you to read the introduction by our guest editors.

Another feature of this issue is a Community Section, in which SComS provides an arena for current debates and important issues in Swiss Communication and Media Research. As you might know, this section is also used for announcements that are relevant to the field. We are very proud to dedicate the Community Section in SComS 20(2) to a particularly pleasant announcement, as this section contains the summary of Florence Van Hove’s doctoral thesis. In 2020, Florence Van Hove was awarded the SACM Dissertation Award for her thesis entitled «Médias d’actualité, journalistes et publics sur Twitter: vers un renouvellement des relations?». The SACM Dissertation Award annually honors the best PhD thesis in communication and media research completed at a Swiss University, or by researchers of Swiss origin. We congratulate Florence Van Hove on this achievement and invite our audience to read the summary of her innovative and inspiring work that is dedicated to the analysis of transforming relationships between media actors and their audiences

against the background of the increasing relevance of social media for digital journalism.

This issue is concluded by two book reviews and a workshop report. The book reviews discuss work published in the field of communication studies within the last two years. In chronological order, Marcel Verhoeven reviews Ursula Ganz-Blättler's "Signs of time: Cumulative narrative in broadcast television fiction". Sabine Witt reviews the recent edited volume by Adrian Aebi, Susan Göldi, and Mirjam Weder entitled «Schrift – Bild – Ton. Beiträge zum multimodalen Schreiben in Bildung und professioneller Kommunikation». In order to foster scientific dialogue across different languages and communi-

ties, SComS publishes an English translation of this latter review, alongside its original version in German.

In the last contribution, Corinne Schweizer reports on this year's «Zukunftswerkstatt» of the Ulrich Saxer Foundation that took place on 23 October 2020 in hybrid form at the University of Zurich. The participants of the workshop examined the question of whether "Media Labs" were just a fancy label for already existing forms of collaboration or whether they could enable innovative forms of working and conducting research in the field of media and communication research.

We hope our readers will enjoy this issue with its manifold contents and approaches!

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