EDITORIAL

In this issue of Communicare the focus falls on a range of topics that all deal with the emergence of a new *mediasphere* brought about by technological developments that have resulted in new challenges regarding the production and dissemination of media content. The increasing connectivity brought about by new technologies greatly reduces or even eliminates control over communication by intermediaries who have historically controlled the flow of information to the rest of society. In his article, Pieter Fourie argues that this new media environment requires new thinking about public service broadcasting. His argument for a new broadcasting model should be read against the background of what were, at the time of writing in 2010, a number of serious threats to freedom of expression and the autonomy of the public broadcaster.

In his article, Ndlovu introduces a theoretical perspective on young South African adults' television news-viewing choices. He argues that young South African adults' reading of locally produced television news texts are still ideologically situated sociocultural imports that can be traced to different class, gender and race positions within the social structure of the country.

Pritchard and du Plessis explore the online phenomenon of 'gatewatching' by means of an exploratory analysis of citizen journalism within the context of the blogosphere relating to the readiness of the Gauteng Project for the 2010 Fifa Soccer World Cup. They argue that citizen journalists often perform the same gatekeeping functions as do journalists and, that when functioning as editorial gatewatchers, citizen journalists have the potential to establish new criteria for newsworthiness in the public sphere.

Technological developments are also bringing about a fundamental shift both in power and balance within the traditional marketing-communications equilibrium. Van Heerden argues that marketing communicators and public relations professionals should be actively involved in utilising social media as a knowledge management tool. She argues that the impact of social media on marketing communications may in future be directly related to the levels of scepticism in which they are held by the very audiences they are targeted at.

In his article on the impact of the Internet on youth political participation in the United States, Matusitz argues that the advent and popularisation of the Internet have provoked significant

academic interest in the medium's potential to reinvigorate and democratise the political process His analysis adds fresh, new insights on the concept of the digital divide by looking at how the online political participation of the voting youth may be an indication that the Internet divide is narrowing, and that the Internet is mobilising the voting youth to bring about not only better political and civic engagement, but also direct democracy through its appeal to young, marginalised, and minority citizens.

In the final article in this edition of Communicare, Bosch explores piracy as a routine social practice that is deeply embedded in the lived reality of the community of Hanover Park, a Cape Flats Township. The study concludes that both the 'reworking' of community and the expression of resistance seem to occur in the leisure arena in which the practice of piracy lends a political dimension to everyday life.

What is clear from this edition of Communicare is that the impact of technological connectivity on the content and focus of communication largely manifests itself in two aspects, namely extending the reach of communication and changing the patterns of communication access and consumption. Not only does this result a in a deepened sense of interconnectedness and a greater sense of immediacy, but it undoubtedly gives rise to a redefinition of societal institutions and the nature of public relationships.

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