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HOW TO TALK ABOUT CHANGE? THE VALUE OF CHANGE IN A MEDIA ENVIRONMENT. A theoretical clarification.

1. **Talking about change** demands to change the patterns of talking: from "talking about phenoma" to a "discourse on talking about" The real subject of observation of a culture is the culture of observation. The own cultural frame is the point of evaluation of other cultures. There is no standpoint outside of a cultural system to reflect on other cultures.

In order to explain, what is or what could be the culture of difference in cultures (diversity) it needs to decide for a frame of reference. Obviously the term of diversity becomes a paradigmatic position in understanding and explaining the problem of social togetherness, it becomes even a cultural and political term and gets used in contexts of conceptualizing new horizons of societies. There is no other most enlightening concept of reference than the one of communication.

2. **Talking about the role of media** in changing societal values demands to rethink the relationship of media and culture: from "what does media do with the audience?" to "what does the audience do with media?"

Since media communication is a process between media production and media consumption within the societal context and under the conditions of sociability, media competence has to be structured as a contextual concept. Producers and consumers, journalist and the public, the media company and the market, the internal and external stake holders need each other mutually as partners for developing or maintaining competence.

3. **Rethinking the relationship of media and culture** in relation to changing values demands to rethink the construction of media: from "media as an organizational practice" to "organizational practice as media". Media reflecting the society and society reflecting media are two sides of one coin, which is the culture of responsibility for realizing the idea of social communication in social practice and making the cultural practice of use of media becoming a communication event.

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