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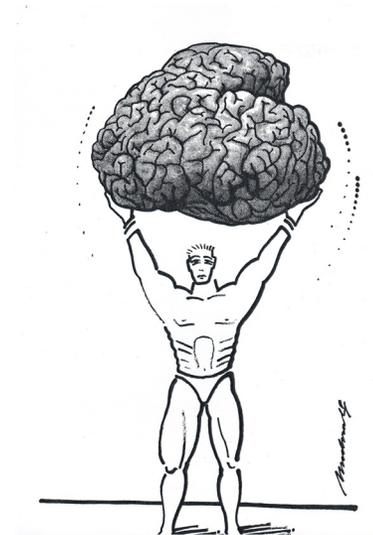
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## Journal Orientation

Communication Today is a scientific journal from the mass media and marketing communication field. The journal contains professional scientific reflections on the media, media competencies; it also offers academic discourses on the limits of reality, media thinking, new media, marketing and media relations, new trends in marketing including their types and specifics, psychology and sociology of marketing communication, as well as new knowledge about the structure of media contents, marketing strategies and communication sciences. The professional public is offered an interdisciplinary, focused, targeted discussion in these pages.

Communication Today is a reviewed periodical published twice a year. It focuses on theoretical studies, theoretical and empirical studies, research results and their implementation into practice, as well as professional publication reviews.

The members of the journal's Editorial Board are members of the European Communication Research and Education Association (ECREA). Communication Today is indexed in citation databases as follows: Cabell's Directories, CEJSH, EBSCO, CEEOL, ProQuest, Ulrich's Periodicals Directory, Index Copernicus, ERIH PLUS, SCOPUS and Emerging Sources Citation Index (ESCI) – Web of Science Core Collection.



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Dear Readers,

Nowadays, no one questions the importance and significant role of the media in society. Media identify problems in communities, build the public awareness, educate people, teach them right from wrong. No doubt, media as such have a great influence on the lives of people. The current situation at home and in the world gives us a lot of evidence of positive but also negative impact of media on human beings. Therefore it is necessary for individuals to be media literate – it means to be able not only to create media but also to analyse and evaluate them, to identify various marketing strategies, to recognise what kind of message is to be disseminated and whether to ‘believe’ it or not. Whereas Zdeněk Sloboda in his article discusses the urgency of media literacy or media education by its very nature, Viera Kačínová focuses on the conditions under which media education is implemented as a compulsory part into the Slovak school curriculum, especially for the level of higher secondary education. One of the tasks of media education is also to teach how to recognise various manifestations of extremism and xenophobia, which are currently present in many places, and avoid them in the broadest sense. Social networks may play a crucial role. The possible effects of extremist messages and negative expressions towards foreigners and foreign institutions, especially those presented through the official *Facebook* websites of various political parties in Romania, are addressed by Antonio Momoc. He also reveals and describes the term “people’s enemies”. Another social network, Twitter, although from a different point of view, is reflected on by Rahima Aissani and Abdulrahman Dheyab Abdullah. The authors try to explain why many young Arab people love using *Twitter*.

To provide citizens with information about administration policies, strategies or objectives is the purpose of the so-called government communication. Its importance is depicted in the study of Štěpán Soukeník. His research indicates close connection between the ways of the government communication process and low credibility of executive authorities. Nataliia Steblyna, on the other hand, opens a sensitive issue of the quality of news. She mentions the fact that some articles published by local media may contain unverified or unbalanced information and data which can mislead or confuse the reader. The local media, therefore, cannot fulfil their tasks properly and it is important to seek additional tools for civic participation. Similarly, Anna Jupowicz-Ginalska also draws attention to the quality of media; she presents the results of her qualitative research on magazine covers, namely on their function, composition and design.

As it may be summarised from the contributions, even the freedom of speech should follow some ethical code. Andrej Tušer shares his experience and skills and in an interview prepared by Zora Hudíková, he tackles the topics related to independent journalism in the contemporary socio-political situation, the position of regional and local print media and the development of online journalism.

Media are considered to address (and communicate with) a large target group. Communication Today is also intended to reach a quite large audience – scholars, professionals, media producers and media users. The journal thus hopes to offer a platform for a wide-ranging discussion related to various aspects of media communication.

*PaedDr. Eva Smetanová, PhD.*

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