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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, ERIH PLUS, SCOPUS and Emerging Sources Citation Index (ESCI) - Web of Science Core Collection.

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Dear Readers,

Communication Today is celebrating the 10th year of its existence. Over this relatively short period of time, our journal has achieved a lot. I would like to mention the ground-breaking year of 2015, when *Communication Today* started to publish all its content exclusively in English. At about the same time it was included in Web of Science Core Collection, more specifically in Emerging Sources Citation Index (ESCI, now produced by Clarivate Analytics). In 2017, we had additional good news to share – *Communication Today* was indexed in Elsevier’s Scopus.

At present, the whole Editorial Team and every scholar affiliated with the journal’s Advisory Board do everything in their power to help *Communication Today* improve even further. Our next goal is, quite understandably, to become part of Clarivate Analytics’ Social Sciences Citation Index, i.e. the most renowned international citation index. One day we would like to see our journal being included in Journal Citation Reports (JCR). Given these long-term and quite ambitious objectives, we have recently updated *Communication Today*’s Advisory Board to welcome renowned media scholars, scientists and editors-in-chief of prestigious academic journals specialising in media studies, including Bogusława Dobek-Ostrowska (University of Wrocław, Poland), Michał Głowacki (University of Warsaw, Poland), Epp Lauk (University of Jyväskylä, Finland), Raul Reis (Emerson College, USA), Alexander Fedorov (Rostov State University of Economics, Russian Federation), Sabine Einwiller (University of Vienna, Austria), Jörg Matthes (University of Vienna, Austria) and Colin Sparks (Hong Kong Baptist University).

The issue you are holding in your hands (or reading on your displays) offers a lot of up-to-date knowledge on media, marketing and human communication in general. Sabína Gáliková Tolnaiová reflects on the problem of media truth that is nowadays becoming much more complicated due to the fact that all communication environments are oversaturated by half-truths, hoaxes and fake news. Alexander Fedorov’s empirical inquiry focuses on how universities and schools are portrayed in media. Anastasia Levitskaya and Lyudmila Selivertsova analyse the ways German films and other media texts depict education, teachers and students. The study of Ján Višňovský, Luboš Greguš, Juliána Mináriková and Karina Kubíková addresses the issue of perceiving and interpreting TV news. Veronika Macková and Kateřina Turková explore the communication strategies impaired female athletes apply in terms of using social networking sites. Kateryna Nykytchenko’s study reflects on the key features and functions of nonce words in media discourse, especially in relation to travel journalism. Hatun Boztepe Taşkiran offers a thorough set of empirical knowledge on social media and the ways Turkish people use them to fulfil their psychological and social needs. The collective of authors led by Agnes Michniuk are interested in social comparison as a moderator between perceived social risk and purchase intention. Katarína Fichnová, Łukasz P. Wojciechowski and Peter Szabo offer their empirical inquiry into media-related creativity the citizens employ in order to articulate their political views or rather attitudes towards the current political situation in Slovakia.

Prof. PhDr. Slavomír Gálik, PhD.

Vice Dean for Science, Research, Quality and Foreign Relations
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