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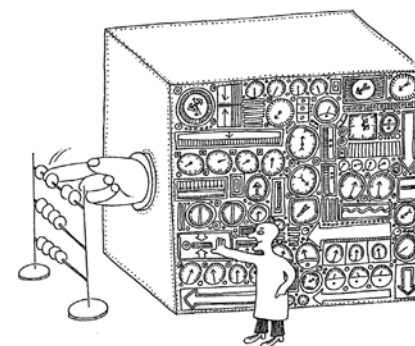
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## Journal Orientation

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,

We are living in the world of demagogy, propaganda, counterpropaganda, information wars and hybrid threats. Simply in the world that is more and more often referred to as ‘post-truth’. It is the world in which the truth has no clear contours at all, the world in which many media sources are trying to convince us that a single interpretation is the only truth there is. In the current world, however, the truth is an increasingly complex and ambiguous phenomenon. Events and facts rarely have a single and unambiguous interpretation. In this situation, we should doubt any opinions, especially those which their authors present as undisputed facts.

Propaganda, fake news and hoaxes are the most complex challenges today’s media communication has to face. Given these phenomena, there is – literally – a tectonic shift in the media scene that transforms and often deforms the existing communication forms in new ways and at a much faster pace than in the past. However, creating an environment of general anxiety and continually searching for an enemy is not only in the agenda of fake news; the mainstream media often seem to follow this path as well. Indirect consequences of this state of matters can include the efforts to limit media pluralism, to spread ignorance, hate and hostility.

In this context, it is an important challenge for all individuals (and the society as a whole) to learn and improve critical thinking. This means the ability to assess the relevance, credibility and content validity of the information we come into contact with. It also means that when thinking about a serious problem, we are never supposed to stop; we have to keep thinking about it to reveal a new perspective. The worst solution in this context is living in our individual ‘opinion bubbles’, which is a typical symptom of a segmented and highly fragmented society full of fake news, propaganda and information warfare. The problem that the critically minded individuals face is not always just the first-line misconduct. More often we encounter information that contains more or less truthful facts, but they are removed from their original context and distorted by misleading commentaries. Such media communication practices are very dangerous because they can completely change the original meaning of an original message or an event of great importance.

The purpose of *Communication Today* is, and always has been, to serve as a platform for the presentation of scholarly and professional discourse on media and marketing studies. We want to provide a free space for exchanging different views of the current events, especially of the events that cross the boundaries of the spheres of media, political and social communication and other kinds of human interaction. This kind of reflection is particularly important for strengthening the culture of tolerance and mutual respect. The academic discourse on topical issues of social communication is an increasingly important challenge. Engaging in these processes helps us to cope with various efforts to manipulate public opinion and to promote social dialogue in the life of civil society as well. We believe that the scientific articles we offer in this issue will be an interesting and useful contribution to the scholarly discourse on the aforementioned issues.

*Assoc. Prof. Norbert Vrabec, PhD.*

## THEORETICAL STUDIES

Media Responsibility During the Coverage of Terrorist Attacks – A Case Study of the Abduction and Execution of the Croatian Citizen Tomislav Salopek, <i>Branimir Felger – Gordana Lesinger</i> .....	4
The Concept of Virtual Nationalism in the Digital Age: Social Media Perspectives of Turkey, <i>Uğur Gündüz – Burcu Kaya Erdem</i> .....	18
Motivations and Incentives of Community Media Content Creators: A Case Study of SpodNás, <i>Lucia Škripčová</i> .....	30

## RESEARCH STUDIES

Using Heuristic Methods in the Process of Retail Shops Placement in the Context of Marketing Communication Effect Maximisation, <i>Tomáš Fašiang – Pavel Gežík</i> .....	42
Evolution of Digital Video Consumption Patterns, <i>Martin Kuchta – Andrej Miklošik</i> .....	58
Marginal Groups and Their Role within Media and Society Spectacularization – The Case of the International “Big Brother” Television Reality Show, <i>Snežana Barić-Šelmić – Tomislav Levak – Barbara Balen Domazetović</i> ....	70
Between Politicization and Securitization: Coverage of the European Migration Crisis in Czech Online News Media, <i>Michal Tkaczyk</i> .....	90
Men’s Evaluation of “Hegemonic Masculinity” Roles in Turkish Television Advertisements Portraying Men, <i>Derya Gül Ünlü</i> .....	112

## ESSAY

Video and Theatre or a Hybrid Scene: The Case of Theatrical Mise En Scène Fanny and Alexander, <i>Miloš Mistrík</i> .....	134
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## INTERVIEW

The Era of Global Disputes and Mass Media Distortions (Dialogue on Recognition, Justice and Democracy). Interview with Marek Hrubec, <i>Eduardo Bittar</i> .....	146
Mediatization of Communicative Behaviour. Interview with Friedrich Krotz, <i>Hana Pravdová – Lubica Hulajová</i> .....	156

## REVIEWS

Media Entertainment in the 21st Century, <i>Zuzana Bučková</i> .....	164
Film Therapy, <i>Agnieszka Ogonowska</i> .....	167
Before Comics: The Formation of the Domestic Picture Story in the Second Half of the XIX Century, <i>Lenka Rusňáková</i> .....	169
Journalism and Social Transformations: From Legacy to New Media, <i>Romina Surugiù</i> .....	172
Industry 4.0 from a Managerial Economics Point of View, <i>Josef Černohous</i> .....	173

## TODAY

Denis McQuail (1935 – 2017), <i>Ladislav Volko</i> .....	175
Marián Vaneck (1941), <i>Ladislav Volko</i> .....	176