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

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Dear Readers,

*Communication Today* has aimed to offer complex theoretical and empirical knowledge on media studies since its very beginnings. More than eight years have passed and ‘our CT’ – we, the members of the editorial office, tend to familiarly call the journal you are holding in your hands just like this – has expanded its original scope to further contribute to international dissemination of the latest knowledge on media, communication and marketing. We have been proud to publish studies, essays or reviews written by scholars living and working all around the world. I believe it is quite adequate to say that *Communication Today*, now indexed in Clarivate Analytics’s *Emerging Sources Citation Index*, Elsevier’s *Scopus* and many other prestigious international databases, is one of the Faculty of Mass Media Communication’s ‘crown jewels’. Fulfilling the objectives related to strengthening the journal’s international reputation and recognition has inspired us to set several new goals and move forward. The Faculty of Mass Media Communication’s motto – ‘to be even better’ – applies to all our activities. We do not see it as a hollow, promotion-related cliché, but rather as a mantra that helps us focus on our scholarly objectives and things we would like to accomplish.

A few months ago, two members of our Editorial Team – Dáša Mendelová and Jana Radošinská – became new Deputy Managing Editors in order to further expand their long time efforts to increase the journal’s scientific value and scholarly relevance. We are therefore pleased to present their latest work in this issue. Furthermore, we would like to welcome new members of our CT’s Advisory Board (Jaroslav Bednárik), Editorial Office (Magdaléna Ungerová) and Editorial Team (Sabína Gáliková Tolnaiová).

The latest issue of *Communication Today* offers a wide range of topics addressed by domestic as well as foreign scholars. Besides introducing Dáša Mendelová’s study on history of American advertising and Jana Radošinská’s reflection on so-called Hollywood ‘sportainment’, theoretical studies also include Ondřej Roubal’s contribution to the broader debates on consumer society, as well as Mariana Kitsa and Iryna Mudra’s study on social networking sites and their ability to promote TV programming. Aiming to present useful empirical knowledge, research studies that reflect on various issues of network communities and participatory culture (Gražyna Piechota), influencer marketing principles (Zdenka Kádeková and Mária Holienčinová) and data envelopment analysis (Michal Lukáč and Jaroslav Mihálik) prove that there are so many problems we have yet to discuss in order to understand media, marketing and the ways people communicate.

The fact that the studies and other contents we publish have found their readership amongst social scientists, journalists, marketing professionals or scholars specialising in arts and humanities encourages us to work even harder to make ‘our CT’ better. It is great to know that the knowledge we provide enriches not only our own scholarly activities but also the field of international media studies we are a part of.

Lenka Rusňáková, PhD.

*Communication Today*’s Technical Editor and Indexing Process Specialist

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