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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.

Communication Today

Vol. 10, No. 2, November 2019

Publisher

Faculty of Mass Media Communication

University of SS. Cyril and Methodius in Trnava

Námestie Jozefa Herdu 2

917 01 Trnava

SLOVAK REPUBLIC

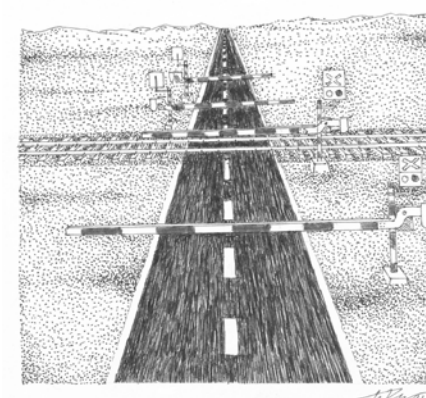
IČO: 360 789 13

Price: 1,99 €

Published twice a year.

ISSN 1338-130X

EV 3972/10



Editorial

Dear Readers,

Welcome to this edition of *Communication Today*. I have to confess this is the first editorial I have ever written, so please forgive the distinctly non-academic nature of my writing; however I am both extremely honoured and thankful to have been asked to do so by the Editor-In-Chief, Martin Solík.

Upon receiving the request to introduce the newest issue of this renowned and long running journal, I experienced some initial feelings and thoughts of concern and fear – what could I possibly write about that hadn't been discussed before or which might be of interest to the academic readers of this journal? Then I realised – the journal is about communication, and as a native English speaker living and working in Slovakia, I have experienced and continue to experience challenges in this area almost daily. My limited knowledge of Slovak combined with my need to sometimes communicate exclusively in Slovak have presented me with a challenge and an opportunity – communicate better or suffer the consequences!

For the first time in my professional life I found myself having to think harder and longer than before about what to say, what words to choose, and about the effect and impact on the person or people who may be listening. Of course here I'm talking about using English, and I'm also referring to the process of communication – this is where I have experienced the biggest change. Choices of phrases, the action of choosing the most appropriate words, the speed of delivery and also the method of constructing the entire sentence are more considered, more deliberate and yet somehow more satisfying – this satisfaction perhaps comes from seeing that the message is understood and is clearer.

All of the contributors to this issue are more experienced and better qualified communicators than I, and let us not forget are also academics of international standing, but they too will surely agree with the importance of the points I mention above – to communicate effectively requires thought, time, and due process. These things are especially important at the current time in our world of instant messaging, social media, likes and selfies. Even taking time to think about how to communicate can be rewarding – time to think is a precious commodity these days.

I'm sure this has been discussed before (my apologies), and at the same time I'm hopeful that this editorial may be even a tiny bit interesting to you – it was indeed so for me to write. So, therefore, please take some time to peruse, read, explore and most of all enjoy this new and most excellent issue of *Communication Today*.

Michael Valek
Communication Today's English Editor

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