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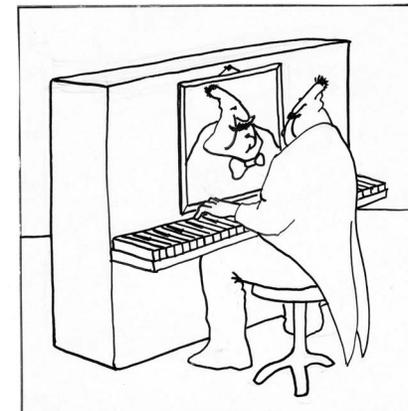
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Communication Today is a scientific journal from the mass media and marketing communication field. The journal contains professional scientific reflections on the media, media competencies; it also offers academic discourses on the limits of reality, 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, Index Copernicus, ERIH PLUS, SCOPUS and Emerging Sources Citation Index (ESCI) – Web of Science Core Collection.

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Dear Readers,

Communication Today is entering the eighth year of its highly successful existence. For seven years we have been able to offer quality scholarly content, theoretical as well as research studies raising a remarkable amount of interest within the scientific circles associated with the field of media studies and marketing communication, especially abroad. The research results we publish aim to reflect on contemporary societal changes and it is pleasant to feel that our work helps to enrich the research on media and marketing by well-founded scholarly knowledge, which contributes to the current academic debates and leads to new opinions or revised, more thorough notions.

Our journal's staff, Editorial Board and Advisory Board – along with all colleagues affiliated with our publisher, the Faculty of Mass Media Communication at the University of SS. Cyril and Methodius in Trnava – believe that our primary goal is to publish content of high quality, and that is why we always look forward, towards new challenges and opportunities for establishing international partnerships. We believe in true simplicity, within which the complex relationships and problems of the world of today may be integrated in order to further develop the current state of knowledge. Our long-term objectives are related to innovations and quality. Since the very beginnings of our journal's existence we have been aware that it was necessary to always know where to go. That is why we tend to determine our goals well in advance. We never take anything for granted – all of us understand that we have to constantly re-formulate and improve our efforts. Nowadays it is not enough to keep up with the reality, we have to be at least one step ahead. We strive to offer a wide variety of topics and scholarly issues; even though this process primarily leads to transferring the scholarly knowledge, one of our objectives is – and always has been – to keep this knowledge alive and, if possible, in direct contact with practice.

In November 2015, the representatives of Thomson Reuters contacted us to let us know that *Communication Today* was to be indexed in the prestigious citation database **Web of Science**. Becoming a renowned and globally recognised academic journal was very binding – our efforts to move forward, publish quality content and strictly select all materials intended for publication have intensified since then. It is great and inwardly fulfilling to see that these aspirations are successful – some of our texts are widely discussed and cited by many scholars in Slovakia and abroad.

We are not only entering the eighth year of our existence but also taking a huge and important step forward – we are proud to announce that, starting with the issue you are holding your hands, *Communication Today* is indexed in the world-renowned citation database **Scopus**. It seems like our motto “To be better and better!” is far more than a simple motivational saying. We are excited to share this news with you, our Readers; *Communication Today*'s staff will work even harder to constantly offer something more.

Being affiliated with both **Web of Science** and **Scopus** is far more than just a clear confirmation of our scholarly qualities. These accomplishments give our work a new meaning, a new purpose. We will make full use of the great recognition we have been given. Of course, our hard work will continue as we believe it is necessary to constantly convince the scholarly community that our recent successes are no coincidence. We are a team that merges unshakeable collegiality and life-long friendships; the enthusiasm that binds us together is, as we believe, the reflection of the values *Communication Today* respects and fosters.

Mgr. Dáša Mendelová, PhD.

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