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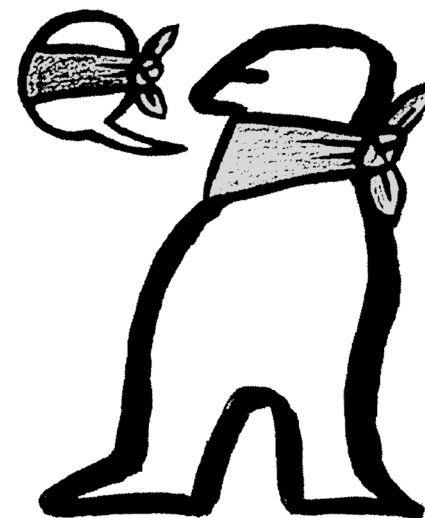
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Journal Orientation

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 and Emerging Sources Citation Index (ESCI) – Web of Science Core Collection.



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We, the creators of the international research journal *Communication Today* are proud of it. Consistent and transparent graphics, simple content structure, strict but friendly process of the contributions assessment as well as fast positive international response have made our journal an international publishing authority registered in the Web of Science.

However, let us not forget about its publisher, the Faculty of Mass Media Communication at the University of SS. Cyril and Methodius in Trnava, which entered the twentieth year of its existence in the best possible way – as fully accredited by the state education authorities. Jubilee celebrations should not outshine the real joy from the fact that our Faculty, very much like its most renowned journal, has become an international academic authority. Dear readers, we would like to share some of our recent accomplishments with you:

- The Faculty has achieved good reputation in Europe and a reference place in the field of media education, although originally we wanted to focus only on the assistance to the Slovak Education System.
- We have established the first full-format Department of Digital Games in the Central Europe that leads the first accredited study programme Theory of Digital Games in Central European region and beyond.
- UCM's Doctors Honoris Causa create and constantly increase our international prestige. The first holder of UCM's Honorary Degree was the marketing guru Philip Kotler, followed by prominent personalities of the world of science such as Zygmunt Bauman, Peter Bruck, Diab Al-Badayneh, Jozef Marie M. Ritzen and other renowned scholars.
- From the modest department colloquium there have grown two iconic international scientific conferences that have hosted not only David Buckingham, Alexander Fedorov and Friedrich Krotz, but also young and perspective personalities of Slovak media sphere and academia, Jakub Ptačin and Pavol Minár.
- The Faculty manages one of the most advanced professional HD studios available at the universities and a new one is being developed.
- Our system of practically oriented extracurricular optional training in the “cabinets” and the “ateliers” has given birth to unique publications, periodicals, exhibitions, films, events, research projects and international contacts.
- The Faculty is also a conscious element of developing the local community. Trnava Region awarded the Faculty with the Prize for education development. Constant attention, which we pay to the projects helping Roma youth, has achieved significant international approval.
- The Annual Prizes Granát and Brilliant that the Faculty awards for social responsibility and innovation in education, contribute to the popularization of our study programmes among the Slovak primary and secondary schools. This creates a platform for acquiring talented students.

Two generations of our young colleagues have already grown in this challenging and inspiring scientific and organisational environment. Our research journal has grown up in such an environment as well. The support of the Faculty and University has been, is and will always be crucial for its stabilisation and further development.

Assoc. Prof. Dr. Slavomír Magál, PhD.

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