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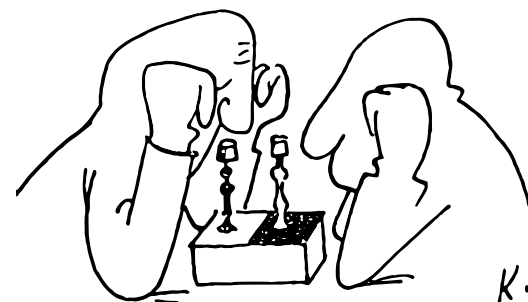
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## Journal Orientation

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 these databases: Cabell's Directories, CEJSH, EBSCO, ProQuest, Ulrich's Periodicals Directory and Index Copernicus. It is currently under the indexing process with ERIH PLUS and ISI.



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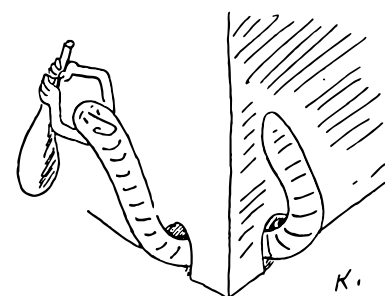
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Dear Readers,

How can the mass media field be studied today? The theories of communication and marketing, the study of audience and media technologies, as well as the semiotics, are not enough to discuss the increasingly complicated and expanding world of mass media in its entirety. It is therefore only natural that our journal, *Communication Today*, dedicates more and more of its pages to additional scientific areas like philosophy, sociology, economy, and other relevant fields of study. In its sixth year, we can observe that this trend is constant. Our efforts to reflect the interdisciplinary essence of media studies are also connected with the selection of authors' spectrum, consisting of renowned European scholars.

One of the authors is a Dutch economist and politician Jozef M. M. Ritzen who contributed with an essay on talent development. He has been researching the given issue not only from a theoretical point of view, but also in terms of its application in the process of education. The global aspect can be found in Martin Solík's interview with Marek Hrubec, the Czech director of the Centre of Global Studies, titled as A Critique of Global Injustice. The interview offers a great quantity of information based on global "stereotypical reality" which is rarely communicated in the mass media.

The core of theoretical knowledge included in this issue is represented by a philosophical study, *Influence of the Internet on Cognitive Abilities of Man*, written by Slavomír Gálik and Sabina Gáliková Tolnaiová as well as a cultural study, *Changes in Value Structures and the Importance of Intercultural Communication in Modern Society*, by three authors (Aleš Hes, Marie Koubová and Tereza Chlumská). The remaining research studies deal with clearly defined themes and, exactly for that reason, they are able to get to the details of the matter (web architecture and its practical use in educational processes and their online presentation by Peter Murár, innovations' issues in the field of advertising by Dáša Mendelová and Anna Zaušková as well as another interesting problem – "the right to be forgotten" – that caused an argument with Google in Spain, addressed by Daniel Krošlák).

The rich content structure of this issue of *Communication Today* is completed with reviews as well as information about scientific events and life jubilees. In an effort to reach further international recognition and readership, for the first time in its history, the journal is published entirely in English, which reflects the editorial board's ambition to raise our periodical to a higher level.

*Professor PhDr. Miloš Mistrík, DrSc.*

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