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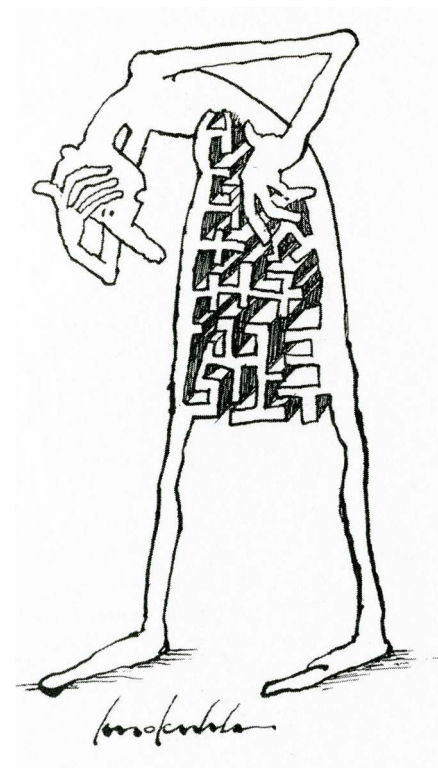
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Journal Orientation

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, CEEOL, ProQuest, Ulrich's Periodicals Directory, Index Copernicus and ERIH PLUS. It is currently under the indexing process with ISI.



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Dear Readers,

We are proud to present the latest issue of Communication Today. Such a simple and not-so-original statement that declares nothing more than being really proud to offer the results of our work may even appear to be a bit cliché. However, I have decided to use this particular phrase to express how all the members of our editorial team truly feel about the past months and years. Our experience speaks clearly – academic journals may be essentially different from other types of periodicals but it still takes a lot of effort for any scholarly journal to be able to mark its presence within the international academic environment. Naturally, Communication Today is no exception to this key rule. We have made such efforts by continuously following the latest trends in open-access and digital publishing but most importantly by the key decision to publish the journal in English exclusively. Almost a year later, we may look back and conclude that it was the right decision to make. After all, the table of contents confirms that our journal is increasingly interesting for foreign scholars while still maintaining its position within Slovak and Czech academic sphere.

The new phase of our existence is best represented by the wide variety of this issue's contents. Communication and ethical competences are discussed by Małgorzata Laskowska and Krzysztof Marcyński. Their theoretical study offers a thorough approach to analysing audiovisual media in terms of media theology. The research study by Terézia Rončáková is also rather unique – the author's research is aimed at the relationship of young Slovak Catholics to media. Václav Moravec, Marína Urbániková, and Jaromír Volek offer an extensive and long-term comparative analysis of three different generations of Czech journalists that significantly contributes to the existing set of knowledge on journalistic practices in post-communist countries. Czech authors Veronika Macková and Ondřej Trunečka focus on celebritization, using the world-famous sportsman with a physical disability, Jiří Ježek, as a suitable example of how an extraordinary life story, charisma and sports performance 'produce' a celebrity.

Different issue of wide social relevance is addressed by Magda Petrjánošová who analyses the elements of human enhancement and transhuman technologies in the perspective of Slovak media discourses. Grażyna Piechota and Robert Rajczyk discuss the role of social media during protests on Maidan in terms of current social and political affairs in Ukraine. Next, Petar Kanev is interested in social and media values associated with the Bulgarian media discourse (a case study of 'family suicides' in Bulgaria). However, we cannot forget that Communication Today aims to present latest marketing trends as well – Benjamin Garner's essay on visual rhetoric of Slow Food movement introduces one of the existing alternatives to 'fast food culture'. The interdisciplinary essence of our faculty is represented by Peter Krajčovič who offers a theoretical elaboration of strategies in media planning.

What else is there to say about the latest issue of Communication Today? That we do not doubt that the increased interest of foreign scholars in publishing in our journal is the best possible reward for our efforts to move forward. However, our time and commitment would not be enough. Dear readers, colleagues, and friends, let me speak in the name of the whole editorial team and express our sincere gratitude. Thank you for helping our – once small and new but always ambitious – journal take another step towards a wider international recognition, for your time, professional interest, and kind support.

PhDr. Jana Radošinská, PhD.

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