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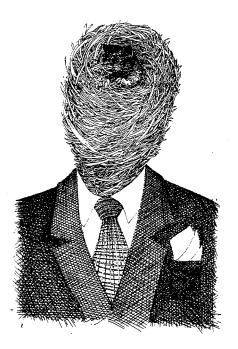
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Journal Orientation

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.

Communication Today

Vol. 7, No. 1, April 2016

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,

We started our scientific journal Communication Today with an ambitious intention. Looking back was not ingrained in our journal's DNA. We always look forward as it is the only way of how to reach our next goal. Nevertheless, we would like to regress a little and go back in time. At the close of 2009, on the grounds of the Faculty of Mass Media Communication of the University of SS. Cyril and Methodius in Trnava, a final decision was made to start publishing a new academic periodical which would reflect on developments in the field of media studies as well as in other spheres related to this field's research. By making this move, the Faculty of Mass Media Communication of the University of SS. Cyril and Methodius has become a workplace that is systematically cultivating the spirit of science. Results of its scholarly work are presented through representative media such as Communication Today. A scientific journal of this kind had been absent in the Slovak arena at that time, and we took this as a challenge. The result of our survey in the area indicated that in order to succeed and stay the course we would have to offer to the readers and experts something more. From the very first moment, Communication Today journal has identified itself with the Faculty of Mass Media Communication motto - "To Be Better!". From the beginning, we set a clear objective - to present high quality and authentic scientific pieces of knowledge that have the potential and the capacity to arouse stimulating global discussion in the international arena. We are opening the door to solving problems in a field that, under the surface of consumerism accepted by a majority, suffers from the low critical potential. Criticism is only the first step because what is really important within the scope of methodology is interpretation, application and the final stage - normativity. And herein lies our journal's point of departure.

We are entering our seventh year of existence and with full awareness we dare to say that *Communication Today* has become an established periodical; what is more, it has strengthened its international position. In a short time, our journal has managed to become the periodical that is well accepted by a number of prestigious databases. In November 2015, we got gratifying news from *Thomson Reuters - Communication Today* had been included and indexed in the *Web of Science Core Collection!*

Presently, Communication Today is a globally recognised scholarly journal. However, we cannot ease our efforts as we are aware of the fact that the actual work is still ahead. We have to maintain the quality of the texts; what is more, we intend to constantly improve it. This will enable us to advance to higher quotation indexes within the Web of Science. We believe in the interconnection of our team that enables us to make decisions quickly. Whatever we do, we are trying to do our best. We never settle for anything less than perfection and we would like Communication Today to maintain this trait. People working on our team are not only colleagues, they are primarily friends. Each member of our editorial staff knows what to do and tries to do the best he/she can, regardless of their position. We believe that these values are rooted in our journal to such an extent that Communication Today will continue to be successful.

On behalf of the Editorial Board of Communication Today Dr. Martin Solík, PhD. Assoc. Prof. Slavomír Magál, PhD.

Assoc. Prof. Dana Petranová, PhD.

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