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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 competence; 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.

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Dear Readers,

In this introduction to this year's second issue, you will not be addressed by an expert on media, communication, or marketing, but by a culturologist. Interestingly, perhaps, this is not at all surprising. The issues of mass media, media, or marketing communication are a natural part of communication as such. Moreover, it is these forms of communication that occupy an increasingly larger space and a more prominent position not only in the study of communication itself but also in the study and research of contemporary society and culture. Present-day culturologists, or any other scholars who also need to study culture for their research, increasingly cannot do without these topics.

Culture, whether as a complex mode of existence of the human community (in the anthropological understanding) or as a man-made 'that' which is beautiful, valuable, good, and life-facilitating (in the axiological understanding), exists in the process of communication between individuals and groups. Contemporary, modern, increasingly globalised culture exists through contemporary, modern, and increasingly globalised communication tools. Those who want to understand contemporary culture must deal with communication as a tool for creating, transmitting, sharing, and consuming it.

My dear colleagues, the issue you are holding 'in your hands' right now is exceptional for two reasons. The first is its sophisticated variety. Interdisciplinarity, as the hallmark and DNA of Communication Today, is achieved and visible in the current issue through a unique mosaic of studies from multiple disciplines, including topics that the journal has long followed. This is extremely important and beneficial for scholars within the interdisciplinary discourse. The second is the timeliness and freshness of the topics addressed by the present studies. They respond to ongoing information warfare and hybrid threats, geopolitical processes, contemporary developments and the impact of mass media and media, pandemic and post-pandemic phenomena, or the gender agenda, mostly through specific cases and the authors' own research.

This issue undoubtedly contributes to the knowledge of the functioning of contemporary human society and culture. Actually, who would say that (even) this issue is appropriate and interesting for (even) one culturologist?

Prof. PhDr. Ladislav Lenovský, PhD.

Vice-Rector of the University of Ss. Cyril and Methodius in Trnava

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