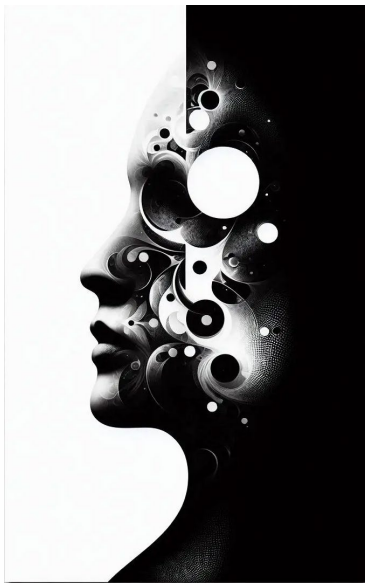
Editorial Board

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 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 the pages.

Communication Today is a reviewed periodical published twice a year. It focuses on theoretical studies, theoretical and empirical studies, research results and their implication into practice, as well as professional publication reviews.

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Editorial

Dear Readers,

The current issue of Communication Today brings a thematically and methodologically diverse perspective to the contemporary nature of communication and its challenges in terms of theory, empirical research, and social practice. Although the contributions in this issue form several areas of thematic focus, their common denominator is the authors' efforts to understand communication, media, journalism, and marketing strategies in the context of the relationships between people, society, and technology.

Dealing with marketing communication, the authors focus on customer experience and brand perception. They bring an understanding of online review readers with implications for targeted reputation management, tailored communication, and platform choice. They also reveal the importance of digital accessibility in the context of marketing strategies, which has an impact on the effectiveness of online activities, or the connection between the public's perception of brand image and the social relevance of media personalities – celebrities. They also note the behaviour of consumers in the context of reputational crises after violations of brand values and the opportunity to regain their trust.

The second thematic line focuses on technological innovations in digital communication and journalism. These authors address the relationship between technological creativity and manipulation within the application of deepfake technology, revealing its positive effect of increasing interest in the brand in marketing communication campaigns. Others point to manipulatively anchored deepfake videos on YouTube as a negative phenomenon affecting our rationality. One of the articles deals with the problem of the perception of authenticity and credibility of journalistic content in the era of automation.

The next, third group consists of articles focused on social communication in the digital world, especially in its political and cultural dimensions. Their authors address the relationship between political expression on social media, partisanship, polarisation, and social trust. They also deal with global trends in research on the impact of the digital divide on intercultural communication.

The fourth thematic framework focuses on a range of problems related to media culture, gender aspects, and the working environment in the media. One of the articles reflects on the representation of intimacy and gender roles the context of the television drama Outlander. Another one testifies to internal communication mechanisms and working conditions in Croatian television newsrooms. The next article – primarily aimed at academic endeavours – is focused on the theoretical foundations, methodological frameworks, and directions of media linguistics as an interactional and interdisciplinary field.

Whether the authors touch on the issue of communication, for example, through the problem of the brand and its perception in the context of marketing practice, deepfake technology in the online communication environment, the perception of the application of artificial intelligence in journalism by the audience, gender patterns in media communications or institutions, or the role of social media in the context of politics, etc., their scholarly works point to a deeper understanding of its very essence as a tool, or rather as a process of social interaction, the construction of reality, and the creation of meaning. Dear readers, we believe that the current issue of Communication Today will provide you with inspiration for professional reflection and suggest new avenues for research in the field of communication.

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Contents