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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 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.

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, SCOPUS and Emerging Sources Citation Index (ESCI) - Web of Science Core Collection.

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Dear Readers,

Those of you who have known our journal for a while might be surprised by the new layout of *Communication Today's* cover. This innovative design marks a new era in our journal's existence which I believe will be equally or even more successful than the first decade lying behind us. At the end of 2009, when we established *Communication Today*, we did not know how difficult this publishing venture would be and how far it would take us. In a certain sense, it was better not to know, because at least we did not have to be afraid of all the challenges ahead of us. Although we had an (idealised) idea of how things would be, the beginnings were beyond exciting. In peoples' lives, ten years are enough to mature if you are a teenager, to start a new life if something goes wrong, to gain priceless experience, or to grow old. I am happy to say that *Communication Today* 'came of age', grew up and found its place amongst much older and more experienced 'colleagues'. I am proud that, in no small part thanks to you and your support, we are able to look forward and think about further and future accomplishments.

*Communication Today's* progress has always been related to both form and content. The journal has adopted various innovative elements, gradually turning into a modern scholarly publication. Our editorial team has grown and expanded as well, becoming the most important driving force behind the journal's success. In 2012, we were not afraid to be the first in Central Europe to offer our journal via a mobile application for iOS and Android-operated devices. The app functions very well even today and currently it is installed in approximately 3,800 mobile devices.

In 2015, we made a crucial decision – to publish all texts included in *Communication Today* exclusively in English, i.e. in the dominant language used in the global scholarly environment. And even though many predicted our early demise, during the same year we were indexed in the international databases ERIH PLUS and the Emerging Sources Citation Index (Web of Science Core Collection). In terms of academic publishing, being recognised by Web of Science is like earning a Michelin Star or winning an Oscar; for us, it means being amongst the best scientific journals published throughout the world. I have always said that such quality evaluation is a complex process with no shortcuts and many small steps accompanied by quality communication and responsible management. In 2017, another of these steps led us towards our inclusion in SCOPUS. Recently, we reached an important milestone – *Communication Today* has now more than 500 citations indexed in Web of Science. That is why our next goal is to meet the difficult criteria set by the Social Sciences Citation Index and thus to strengthen our promising position in the scientific universe.

Our unique design, which interconnects functionality, clarity and straightforwardness to express our tendency to merge science, the arts and aesthetics, is an inseparable part of the journal's identity and always has been. However, we have recently made a decision to replace caricatures by illustrations. This seemingly small innovation reflects our progressive aspirations and continual development. The fluid graphic concept present on the journal's cover marks the eleventh year of our existence and represents the next decade which is certain to be filled with new challenges. And yet, one thing will never change – our commitment to publishing high-quality studies and reaching all goals lying ahead of us.

*Communication Today* is now a renowned and sought-after scientific journal. The present issue offers 11 studies selected from more than 70 received manuscripts. I hope that this trend will only intensify and together we will be able to contribute to new and progressive thinking in the field of media and communication studies. The previous ten volumes have succeeded at attracting people who work hard, who are very disciplined and who are smart. That is why we have been able to preserve our continuity and establish new partnerships. For us, anything less than perfection is not enough. Regardless of our individual specialisations, I think I can speak on behalf of all members of the editorial office when I say that we are united in our aspirations, thrilled by our work and that it is impossible for us to conceive that there is nothing left to improve.

JUDr. PhDr. Martin Solík, PhD.  
*Communication Today's* Editor-In-Chief

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