

## Editorial Board

Editor-In-Chief

Martin Solík

Deputy Managing Editors

Dáša Franić

Jana Radošinská

Secretary

Anna Kačincová Predmerská

English Editors

Jana Radošinská

Michael Valek

Indexing Process and Technical Editor

Ľuboš Greguš

Technical Editor and Distribution

Zuzana Bezáková

Advisory Board

Jaroslav Bednárík (*University of Ss. Cyril and Methodius in Trnava, Slovak Republic*)

Peter A. Bruck (*Research Studios Austria in Wien, Austria*)

Bogusława Dobek-Ostrowska (*University of Wrocław, Poland*)

Sabine Einwiller (*University of Vienna, Austria*)

Alexander Fedorov (*Rostov State University of Economics, Russian Federation*)

Martin Foret (*Palacký University in Olomouc, Czech Republic*)

Krzysztof Gajdka (*University of Information, Technology and Management in Rzeszow, Poland*)

Slavomír Gálik (*University of Ss. Cyril and Methodius in Trnava, Slovak Republic*)

Michał Glowacki (*University of Warsaw, Poland*)

Aleš Hes (*University of Finance and Administration, Prague, Czech Republic*)

Marek Hrubec (*Czech Academy of Sciences, Czech Republic*)

Jakub Končelík (*Charles University in Prague, Czech Republic*)

Epp Lauk (*University of Jyväskylä, Finland*)

Jörg Matthes (*University of Vienna, Austria*)

Juliána Mináriková (*University of Ss. Cyril and Methodius in Trnava, Slovak Republic*)

Nataliya Panasenka (*University of Ss. Cyril and Methodius in Trnava, Slovak Republic*)

Dušan Pavlů (*University of Creative Communication, Czech Republic*)

Zbyněk Pitra (*Czech Management Association, Prague, Czech Republic*)

Hana Pravdová (*University of Ss. Cyril and Methodius in Trnava, Slovak Republic*)

Raul Reis (*Emerson College, USA*)

Ondřej Roubal (*University of Finance and Administration, Prague, Czech Republic*)

Colin Sparks (*Hong Kong Baptist University, Hong Kong*)

Editorial Team

Ľudmila Čábyová

Katarína Ďurková

Sabína Gáliková Tolnaiová

Daniela Kollárová

Peter Krajčovič

Ján Višňovský

Norbert Vrabec

Anna Zaušková

Graphic Production Coordinator & Cover

Martin Klementis

Illustrations

Filip Stredánský

## 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.



## Communication Today

Vol. 12, No. 1, April 2021

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



Scopus

Dear Readers,

In 1918, more than a hundred years ago, Henry Wise Wood, the American inventor and pioneer of the modern periodical press, penned an interesting remark: *“To consider the problems before us we must divide our epoch into three periods, that of war, that of transition, that of the new normal, which undoubtedly will supersede the old.”* The key point of this famous quote is the term “the new normal”. It refers to the situation economy and society find themselves in after a crisis. This hitherto-unseen condition is always notably different from the situation preceding the crisis.

The label “new normal” was first coined just after the First World War and later also used in relation to several events that affected our society and caused substantial changes. Currently, the term is increasingly associated with the ongoing coronavirus pandemic, indicating changes in human behaviour during or after the pandemic.

Many theorists have tried to predict how the current situation will affect our lives and those of future generations. Some of them are inclined to believe that life will return to that which we used to know before the pandemic. Others say we will have to get used to the changes. The extent, to which these changes will be significant and long-term, will be only revealed over time. However, we can already see that the term “the new normal” has a specific meaning for us.

A century ago, Henry Wise Wood posed two key questions related to returning to post-crisis life: How do we move from the war to “a new normal” with the least amount of effort in the shortest time possible? In this respect, should “the new normal” be shaped to differ from the old? Both questions make us think about how to respond to the inconveniences inflicted upon us by the pandemic situation, but they also make us wonder whether these changes should be perceived as opportunities or risks.

The COVID-19 pandemic has posed a number of questions, which have almost immediately been reflected upon by science and in research. The true power of social media has been revealed but, sadly, the dangers associated with the fake news and conspiracy theories which can be spread through them have also been exposed. Many theories discussing media influence, customer behaviour, the effects of advertising or the social aspects of communication have been tested and verified. At the same time, we have a rare opportunity to observe new forms of human behaviour, media manipulation at its finest or deontological thinking.

An in-depth analysis of these problems and familiarising ourselves with their causes or contexts can help us be better prepared to clarify many currently undiscovered issues. Science and research have proven to be key factors in the processes of coping with critical moments and dealing with difficult situations occurring during the pandemic. If we wish to talk about “the new normal” that will emerge after this health and socioeconomic crisis, I believe that scholarly discourse must be, and will be, a natural part of the discussion.

It is rather satisfying to know that *Communication Today* has been an integral part of the international academic environment for more than a decade. In this current issue, the journal’s Editorial Team presents 11 studies, which represent various scholarly approaches applied in the fields of media studies and marketing communication, reflecting on highly topical problems.

I would like to wish all our readers and authors of the above-mentioned studies much strength, determination and inspiration to continue in their creative and irreplaceable scholarly ventures, both today and in the future.

*Peter Krajčovič*  
Member of *Communication Today*’s Editorial Team

## THEORETICAL STUDIES

Temporal Changes under the Influence of Digital Media, <i>Slavomír Gálik – Branislav Oprala</i> .....	4
Meta-Revision: The New Paradigm of Faustian Stories, <i>Peter Cetlík – Markéta Andričíková</i> .....	14
Attracting and Pre-Integrating Migrants Using Digital Media in the Local Labour Market, <i>Wiktor Widera</i> .....	28

## RESEARCH STUDIES

Attitudes towards Different Influencer Categories – Exploration of Generation Z, <i>Lucia Spálová – Peter Mikuláš – Oľga Púchovská</i> .....	44
“Do I Care that You Are Credible and We Are Similar?” Examining Credibility and Similarity as Experienced by Social Media Followers, <i>Caroline S. L. Tan</i> .....	62
The Interaction between the Marketing Communications Audit and Visitors in Museum Facilities, <i>Michal Lukáč – Václav Kupec – Přemysl Písař – Peter Štarchoň</i> .....	80
Consumers’ Inclusiveness and Migration: Evaluation of Selected Brands through the Brand Identity Prism, <i>Presly Ogheneruke Obukoadata – Ngozi Eje Uduma – Oluchi Sussan Obukoadata</i> .....	96
Hard News Revisited: A Case Study of Various Approaches to an Incident at a Primary School as Reflected in the Media, <i>Nataliya Panasenko – Peter Krajčovič – Halyna Stashko</i> .....	112
International Obligations on Atmosphere and Climate Protection in Media Discourse: Propaganda Models of Russian and US Media, <i>Nadezhda Radina – Sofya Bobkova</i> .....	130
Impact of the Corona Crisis on Marketing Communication Focused on Tourism, <i>Tamás Darázs – Jarmila Šalgovičová</i> .....	148
The Role of Educational Content in a Digital Marketing Strategy, <i>Ladislava Knihová</i> .....	162

## REVIEWS

An In-Depth Evaluation of (Not Only) Mainstream Films of Recent Decades, <i>Terézia Rončáková</i> .....	180
Violence on the Television Screen within the Concept of a Unified Labelling System, <i>Pavel Bielik</i> .....	181
The Role of SoLoMo Marketing and Media in the Communication of Eco-Innovations, <i>Václav Kupec</i> .....	184

## TODAY

Students Tested Their Skills in Marketing Competition KEMP, <i>Matej Martovič</i> .....	186
---	-----