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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 the first issue of this year's journal, the one who addresses you in the Editorial is not a media or marketing expert, but exceptionally an ethnologist. Perhaps because this journal is interdisciplinary and likes to give space to multiple perspectives on communication; and maybe the reason is that the way research data is collected or analysed in our two scientific disciplines is not so different. An ethnologist collects human stories, destinies, knowledge, experiences and analyses them in time and space. Along with interpreting their impact on the daily life and culture of different generations, religious or ethnic groups.

This issue is published in the shadow of several current affairs. Global events that affect everyday lives. These are the ones we see every day with our own eyes and feel on our own skin. Pandemics, wars or elections. Those which polarise today's society, provoke highly aggressive discussions on social media and overwhelm round-the-clock news, causing massive migration waves, humanitarian crises, political turmoil, feuds at family reunions and broken friendships. And we strive to respond to them, examining these phenomena, analysing data, evaluating information, and interpreting it in relation to our respective disciplines.

Reports on a war conflict in Ukraine hit us out of the blue, even more severely than any past and present COVID-19 catastrophic scenarios. While other wars were far away, no one took them too seriously. Congo, Sudan, Syria, Afghanistan, millions of lives, dollars, soldiers, and refugees did not really excite anyone in our homeland. Short news items hidden amongst the current political events and news from Slovak regions did not distract us. And suddenly, war in Ukraine, and almost the same scenario: thousands of lives lost, millions of people experiencing the worst consequences of armed conflicts, billions of euros needed to help those who suffer. So why is it different? Because Ukraine is so close? Because we have better information? Because suddenly it does concern us? Well, apparently a bit of everything. As with COVID-19, mental health issues and stress accumulate. Again, communities, families and friendships, both real and virtual, are falling apart.

I remember when the modern wave of aid to Africa started in our country; many who were involved and supported the children living in these struggling countries, used to say to each other: "Do you already have your African?" Today, I can increasingly often hear an alternative mantra: "Do you already have your Ukrainian?" Many of us do. At homes, in dormitories or at least at our apartment buildings. In any case, it is a life-changing experience for us. In fact, for both parties involved. We can hear horrible stories full of fear, pain, anger, helplessness and despair, and when we think about it longer, they are not so different from those told to us by our grandparents or great-grandparents about the WWII. However, we can no longer shrug it off. As Martin Luther King said: "Nothing in all the world is more dangerous than sincere ignorance and conscientious stupidity!"

At present, our entire society acknowledges these issues. Our university is no exception. We support fundraising, accommodate war orphans or women with children and help Ukrainian, as well as Russian, students or fellow scientists and teachers. We are not indifferent. We do not have to establish an Oxford-like debate right away, just an erudite, open, friendly, tolerant discussion based on proper arguments.

Both of these topics – the pandemic and the war – resonate more or less significantly in the academic environment; this issue of *Communication Today* thus offers scholarly reflections on reactions of children and teenagers to current events and their lives on social media, varied understandings of the media system in different parts of Europe, human degradation on social media, the impact of the pandemic on purchasing strategies and more. All these topics are necessarily perceived through the lens of interdisciplinarity. Let us remember the words of Antoine de Saint-Exupéry, whose work is also interpreted within the issue: "There will always be another opportunity, another friend, another love, a new force. For every end, there is always a new beginning." And, therefore, let us look for new visions under all circumstances and at all times and find new friends, forces, opportunities and paths. I do hope that the new issue of this excellent journal will help you to do so, at least partially. Let me wish you a pleasant reading.

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