

Editorial

Dear Readers,

It would be quite an understatement to casually remark that communication is evolving. Recently, we have witnessed several unprecedented developments which have changed the world of media and communication, our world, for good. The ways armed conflicts unfold show us very clearly that having valuable data and information no one else has can be as powerful a weapon as any military-grade equipment. Basically, everyone now accepts the fact that anything worth discussing, remembering, and fighting for (and indeed some topics which are not worth a second of our precious time) will be scrutinised and argued over online. As these value-based and ideological debates grow stronger, we are learning to see society-wide conflicts as key sources of the unavoidable changes we will have to face – sooner rather than later.

While ordinary people start to accept the fact that one day artificial intelligence will shape our everyday lives, professionals working in a variety of industries have already acknowledged the harsh reality of not being as irreplaceable as they used to be. Meanwhile, those possessing one of the most valuable personal and professional traits, creativity, now experience uncertainty regarding the uniqueness of their work, artistic creation, and/or self-expression. Media professionals, those who know when and where to communicate and how to do so, are not safe, either. Much has been discussed in relation to automated systems, chatbots or specialised software tools being ready to replace content creators. It seems that the time has come.

Communication Today has always strived to perceive and reflect obviously important communication changes, evolving along the way in terms of both its form and content. We believe the present day offers us new challenges to address, but also an opportunity to grow together with all the principles of media-based human interaction. To make sure that “Today” in the journal’s title is not just a part of an easy-to-remember combination of words, we have decided to change how we arrange and process the journal’s content and visuals.

In this issue you may notice various graphic adjustments, changes to our website’s structure and content, even differences outlining how references and sources are processed in the studies and other materials we publish. These changes will be followed by several steps that should help Communication Today to both maintain and strengthen its current position within the international academic community, especially in an era when nothing is certain and (almost) everything is open to interpretation, whether it is useful and engaging or useless and alienating.

Dear authors, dear readers, our journal regards anything happening in the spheres of media and communication as a challenge to face and an opportunity to explore. We hope that this newly innovated version of Communication Today will stay relevant to your interests by offering a useful and engaging reading experience.

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