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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,

Our globalised society is witnessing a situation we have not encountered before, at least not during our lives, in (late) modern history. The worldwide COVID-19 pandemic, which spread in early 2020 from China across the whole world, is interfering with the social, political, economic and cultural lives of individuals, societal groups and entire nations, threatening all civilisation frameworks. Given the necessary restrictions, our common everyday existence has slowed significantly; most work-related and private interactions now occur within the immersive online environment. While we have to stay in isolation and respect the restriction measures, media provide us with various 'temporary emergency solutions', but also career opportunities, shopping possibilities and entertainment stimuli. Quite understandably, our conviction that the Internet and other advanced communication technologies make our lives better and easier nowadays only grows stronger. After all, digital media offer a plethora of possibilities and thus help us to reorganise most of our common work, private, but also research and educational activities.

On the other hand, the coronavirus pandemic can be seen as a mirror into which our society has to look scrutinisingly in order to identify its own flaws and shortcomings; today we know much more about what to improve regarding our communication, and how to do so. We may observe that universities and research centres have become the 'flagships' of distance education. Scholarly communities and academic circles, which organise conferences, seminars and/or workshops, are trying to explore different methods how to move online and thus 'keep alive' their well established and renowned scientific events. The Faculty of Mass Media Communication at UCM is no exception; the international conference Megatrends and Media took place in April 2020 via *Facebook*, while the conference Marketing Identity is scheduled to take place in November 2020, heading in the same direction – social media and specialised websites. As the faculty publishes several scholarly journals, their editorial teams meet virtually as well, doing their best to stay in touch with international research circles.

Communication Today's Editorial Team is aware of the fact that media industries are economic sectors that always react to any changes in external conditions quite sensitively. No one is actually surprised that COVID-19 is the leading topic that shapes both Slovak and foreign media agenda. However, domestic media outlets (both digital and print alike) have to fight against a sudden and very critical decrease of advertising revenues. As a result, many media professionals are losing their jobs. The *Association of Print and Digital Media* addressed this issue in April 2020, seeking the support of the (Slovak) Ministry of Culture and the Ministry of Finance. However, so far, no official and systemic measures regarding reduction of value added taxes (e.g. in relation to electronic subscriptions), temporary withdrawal of the press from the Recycling Fund or establishment of a fund to support journalism have been implemented.

Dear readers interested in *Communication Today*, dear colleagues, the new issue of our journal offers 11 scholarly studies aimed at current problems of media and communication studies and issues related to contemporary media practice. These scholarly texts are provided not only by domestic authors but predominantly by foreign academics and researchers from the Czech Republic, Finland, Ghana, Greece, the Netherlands, Poland, Turkey and the United States. As suggested by the study 'opening' this issue, which is written by Mark Deuze, the renowned media theorist and researcher affiliated with the University of Amsterdam's Faculty of Humanities, the worldwide pandemic is influencing not only the current media and advertising practice but also our theoretical understanding of the relationship between media and society. I would like to wish you an interesting and enriching reading.

Assoc. Prof. PhDr. Ján Višňovský, PhD.

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