

Dear Readers,

The world around us is changing radically. Many things that were unimaginable to us a few years ago are now reality. Artificial intelligence from films at the turn of the millennium is becoming real almost by leaps and bounds. Along with this, the online environment can be considered the main venue not only for interpersonal, but also social communication. Almost all activities of everyday life take place online – from filling out a shopping list, through communication with family and employer, to media and political communication.

It is precisely the unregulated (and according to some academics, even uncontrollable) environment of the Internet that is only now revealing its full power. This is evident in the ubiquitous overpressure of information, such that a person can neither consume it all, nor to verify it. If some time ago we spoke about it as the breeding ground for disinformation, now we can talk about a coherent growth with toxic consequences for society, such as distrust in democratic institutions that is also vivid in developed Western countries, distrust in scholars and scientific facts, distrust in traditional media and the increasingly visible transition of political communication to social media, where politicians are not forced to answer uncomfortable questions from journalists, can block inconvenient commenting users and where, thanks to algorithms, can reach countless potential or existing voters.

The abundance of information streams in the online environment gives everyone the opportunity to find the one that will confirm their own truth, however unscientific or false it may be. After all, thanks to the latest computer technology and machine learning, media communication has managed, for example, through film and episodic production, to not only realistically depict non-existent mythological creatures, but also to return ageing actors, as they appeared decades ago, to cinema or television screens, with some celebrity musicians even performing after their death. And this can result in relativising everything around us.

Dear readers, that is why media and media communication research can be considered one of the key areas of contemporary society. Knowing the current state and speed of development, it is not only possible to explain current events around the world, but especially to predict further development and create and take measures before it is too late. Therefore, the question is not only how communication is today, but also how it will be tomorrow. On the other hand, our future is based on our past actions and current decisions, so at this point let us see how Communication is Today.

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