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.

Vol. 14, No. 1, April 2023
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 (print)
ISSN 2730-051X (online)
EV 3972/10 (print)
EV 24/22/EPP (online)
Dear Readers,

The launch of the service ChatGPT 3.5 caused a huge stir in 2022 and 2023. Although computers have been a daily reality for decades, until now, we have never had to deal with a technology that can communicate with us on such a level as ChatGPT. The ability to construct coherent sentences, connect them into meaningful units and answer questions with excellent stylistics in dozens of languages is astonishing. The quality of this communication does really resemble a living person. And even to such an extent that there have already appeared reports of someone falling in love with AI. Fascinating. Scary. The development is progressing at a rocket pace. There are already dozens, perhaps hundreds of start-ups offering a variety of AI-based tools on a commercial basis, and more are emerging on a daily basis. In the oncoming months, AI will be a buzzword that will kind of guarantee success. Precisely as with virtual reality and augmented reality around the year 2015, exactly the same as social media in 2010, not forgetting Web 2.0 in 2006, and the same as electronic trade in the late 1990s.

There appears huge space for research here. Not even huge – infinite. Just as the opportunities we attribute to AI in our times. With every new prompt you enter into ChatGPT, MidJourney or another software of this type, novel and original questions open up to be answered. And these are not easy answers at all. Is it important to distinguish between an author and a narrator? Should AI-generated content be clearly labelled? Who is responsible for the output: the narrator, the AI itself, or anyone else? Will AI outputs flood the Internet to such an extent that it will become extremely difficult to find anything truly original? How much will the availability of AI multiply the activities of conspirators and trolls? Will AI algorithms lock us in a bubble of content that perfectly matches our beliefs without the ability to access content from a different opinion spectrum? Can AI with its machine-like perspective on an issue offer anything that will seem to be genuinely original and creative? Of what does the added value of human work in creative professions consist in reality?

It recalls the era of overseas voyages of discovery. We are standing on the bow of an imaginary ship sailing into the unknown, and a thick fog spreads out in front of us. We suspect that there is a new land somewhere out there ahead of us. Undiscovered, yet unmapped. We do not even know its contours, let alone its name. There appears huge space for research here. Not even huge – infinite. Just as the opportunities we attribute to AI in our times. With every new prompt you enter into ChatGPT, MidJourney or another software of this type, novel and original questions open up to be answered. And these are not easy answers at all. Is it important to distinguish between an author and a narrator? Should AI-generated content be clearly labelled? Who is responsible for the output: the narrator, the AI itself, or anyone else? Will AI outputs flood the Internet to such an extent that it will become extremely difficult to find anything truly original? How much will the availability of AI multiply the activities of conspirators and trolls? Will AI algorithms lock us in a bubble of content that perfectly matches our beliefs without the ability to access content from a different opinion spectrum? Can AI with its machine-like perspective on an issue offer anything that will seem to be genuinely original and creative? Of what does the added value of human work in creative professions consist in reality?

It does not matter if ChatGPT is a tool to you or not. It is not important whether or not you have realised how much you are surrounded by AI until now. It is indubitable that ChatGPT represents a milestone in the perception of artificial intelligence and that it will be a significant accelerator of the conscious use of artificial intelligence in everyday life. Never-ending change is the only certainty we have left. What about our minds?

PhDr. Peter Murár, PhD.
Associate Dean for Development and External Communication
Faculty of Mass Media Communication UCM in Trnava

---

**THEORETICAL STUDIES**

The Blockbuster Bopio Bohemian Rhapsody as an Expression of Cinema/Music Synergy. Jana Radošová – Lenka Ručiňáková – Zuzana Točková – Martin Schlarz ................................................................. 4
Beyond Brand Image: A Neuromarketing Perspective. Dinos Ioukis ..................................................... 22
Media as a Construct of the Modern Discursive Personality: Methodology of the Values-Based Approach. Júlia Škorníková ................................................................. 40

**RESEARCH STUDIES**

Groomsmashing and the Nature of Education in Relation to Consumer Trust in Fast Fashion Marketing Communication. Marcellina Marko – Alena Kosiářová ........................................... 86
Social Media as a Tool of Building Reputation and Identity of National Parks. Kristína Košerná – Petra Pištová ........................................................................................................... 116

The Influence of Advertising at the Point-of-Purchase on Shoppers and Brands: An Empirical Study in Convenience Stores. Paulo Duarte Sávioiro – Cristina Mateus – Ana Pedroso .................................................. 136
Motivations behind the Production of News Podcasts in Established Czech Media. Marie Šmodlíková ........ 158
Impact of COVID-19 on Communication Patterns of Czech and Slovak Cosplayers, Anna Paulína Jelenković – Andrej Tenka ................................................................. 174


**REVIEWS**

Crime and Investigative Reporting in the UK. Lucia Vrkočiová .................................................................. 208
From Homo Ludens to Homo Medialis: Cultural Dimensions of Game Principles and Media, Veronika Šávalová .................................................................. 210

**TODAY**

A Consideration on the Impact of Artificial Intelligence on Society. Michal Kubovics .................................. 213