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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,

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 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 the local environment or culture. However, unlike Columbus, da Gama or Magellan, who left the search for answers to the next generations far remote by decades or centuries, it is highly likely that the coming years, or even months, will bring answers to these (and many other) questions. The speed of progress is enormous. On the one hand, we have already got used to it and consider this statement to be a *cliché*. On the other hand, we really struggle with this. Using the example of social media, we can clearly see how rapidly technological development is progressing. *Facebook* of 10 years ago is not only technologically obsolete – it is absolutely morally out-of-date. Within a decade, we have become accustomed to a totally distinctive quality of corporate communication, a particular type of post, we carry out completely varied activities on *Facebook* – and in general – we pushed the whole of *Facebook* to the side lines and moved to other platforms. To those that offer more images, ‘faster’ and ‘nuttier’ content. Where will we get to in 10 years in the area of artificial intelligence? Even today we can see that ChatGPT has crossed the magic boundary of 100 million users. It took 4 years for *Facebook*, two and a half years for *Instagram*, 9 months for *TikTok* and *ChatGPT* has broken this record in two months. The amazing speed of technological progress is reflected in our everyday lives. While in the past, people would spend their entire lives in one work position, most people of working age must expect to change the work they carry out for their living in a fundamental way several times in their lifetime. It is no wonder that the labour market demands flexibility and soft skills from the applicants instead of abilities of a certain type.

It does not matter if ChatGPT is a useful 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.

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