

# TABLE OF CONTENTS

## STUDIES 1

**A few notes on persuasion** (*Jacek Warchala,  
Adam Warzecha*)

**Rafał Leśniczak**

The image of the migration crisis on the border between Belarus and the European Union in “Gazeta Wyborcza”, “Rzeczpospolita” and “Dziennik Gazeta Prawna” in the perspective of framing analysis

**Michael Fleischer**

Who is manipulating? Communication?

**Azad Mammadov, Jamila Agamaliyeva**

Pragmatic function of ellipsis in political interview

**Jaśmina Śmiech**

Persuasive communication in animated films for children

**Elwira Bolek**

A visual-verbal game with the receiver: A few words on the persuasive power of the poster

**Marta Śleziak**

Persuasion and political propaganda on stripes from 1945–1955

**Christine Martinez**

Forms of persuasion in Greta Thunberg’s speech

**Katarzyna Penar**

External and internal texts type characteristics of the feuilleton, which are presented on the example of the magazines “Be active” and “Vegan World” – a case study

VARIA  
2

**Marcelina Kałasznik**

(Persuasive) self-presentation of doctor profiles on German and Polish doctor evaluation portals

**Katarzyna Maniowska**

The Italian language in Polish advertising message

**Anna Stwora**

Humor as a bridge between yesterday and today:  
An analysis of the implementation of intertextual humor in selected examples of Lidl's advertising campaign on Facebook

**Anna Falana-Jafra**

Criminal threat of murder as a verbal crime in the light of the jurisprudence of Polish criminal courts

**Tomasz Bielak**

*Caring and medicine*: Medical advertising as cultural text. Preliminary observations

**Jolanta Antas**

Semantic changes of the word political in contemporary Polish

Notes about the authors