

Contents

Introduction	7
--------------------	---

Media Economics

Lucyna Szot

The costs of employment in the media	10
--	----

Jan Kreft

The gift economy and traditional news media organisations. A new barrier to development	24
---	----

Sławomir Rogowski

Universal Audiovisual Contribution – possibility or necessity?	37
--	----

Jakub Parnes

From pluralism to monopoly. The evolution of the market of regional daily press in Poland after 1989	46
--	----

Economics in the Media – Historical Perspective

Rafał Śpiewak

Workers' issues in the press of Upper Silesia at the turn of the 19 th and 20 th centuries	64
--	----

Aleksandra Pethe

Economic issues in the magazine “Gość Niedzielny” during the interwar period ...	79
--	----

Marek Łuczak

Economic issues in the religious press of Poland in the interwar period based on the example of the weekly “Niedziela”	93
--	----

Elżbieta M. Kur

Economic issues in the columns of “Tygodnik Powszechny” (1945-1953)	102
---	-----

Economics in the Media – Discursive Perspective

Dorota Marquardt, Jerzy Gołuchowski, Tadeusz Marquardt

Argumentative economic discourse in the media based on the examples of blogs devoted to the topic of mining. 120

Dominik Chomik

Overtones carried by the words *economics*, *economic* and *economically* in the media discourse on the reform of Polish universities in the years 2011-2014. 132

Rafał Nocuń

Innovativeness: between value and persuasiveness. A linguistic perspective 146

Ways of Communicating Economic Issues

Katarzyna Zdanowicz-Cyganiak, Jerzy Gołuchowski

Tools of communication and the characteristics of the anti-consumerism “Adbusters” movement 158

Karina Cicha, Sebastian Musioł

Are Silesia-oriented news portals usable? 179

Natalia Starzykowska

Game shows to the rescue – how can they improve studies on gender discrimination? 193