

Contents

| | |
|--|---|
| Igor Borkowski, Tomasz Łukasz Nowak, Communities, relations and experiences (foreword) . . . | 9 |
|--|---|

Media

| | |
|--|-----|
| Dorota Płuchowska, Media as in <i>The Matrix</i> : Invisible machines in social communication from the perspective of systems theory | 13 |
| Marta Alicja Trzeciak, Scientific journalism in the times of pandemic and conspiracy theories | 35 |
| Anna Granat, Web publishing as a receiver's reaction to the mass media message in the interaction process | 51 |
| Dorota Garbicz-Stodolna, Experience of political correctness and linguistic politeness | 67 |
| Marianna Różalska, Rock as a content medium: A thematic analysis of songs of the 1980s and 2010s | 77 |
| Jakub Wilk, Discursive processing of cultural topics in broadcast content of programs on Polish Radio One — a confrontative review | 97 |
| Łukasz Śmigiel, Heroes in multimedia storytelling | 113 |
| Małgorzata Kolankowska, The meeting of two women: Rosa Montero & Maria Skłodowska-Curie | 127 |

Designing

| | |
|--|-----|
| Paweł Pawiński, Brand experience: On a (forgotten) brand's role in building valuable experiences | 145 |
| Mariusz Wszolek, Design strategies and design practices in packaging design | 157 |
| Rafał Hydzik, In the other man's skin — empathizing on the sensoric level as a design tool | 173 |
| Monika Sawińska, Consumer experiences of purchasing condoms — the analysis of emotions and customers' journey | 185 |
| Hanna Kuliga, Identity and its creation in video games: An example of LGBT characters | 197 |
| Joanna Waraksa, User experience in the streaming era — a comparative analysis of VoD services available on the Polish market | 213 |
| Adrianna Widawska, Experience and relations of Instagram users | 231 |