

CONTENTS

MAREK RUSZKOWSKI, Simplicity and economic use of language elements . .	7
MILENA HEBAL-JEZIERSKA, Selected problems associated with the introduc- tion of plain language	17
JAGODA SKWAREK, Plain legal language and the basic concepts of the phil- osophy of law	27
NATALIA ZYCH, A simplification of the Consumer Rights Act. Plain legal lan- guage and legal language	45
KATARZYNA BARCZUK-GRĘDZIŃSKA, Research on the readability of the chosen General Insurance Terms and Conditions on the Polish market . . .	73
MARCIN BĘDKOWSKI, “Clarity-makers”. On the scholarly language of the Lviv-Warsaw School from the perspective of the idea of plain language (reconnaissance)	87
PAWEŁ NOWAK, ‘The sleep of reason brings forth monsters’ — the natural or- der of things and plain language against hatred promotion of totalitarian systems	107
MAGDA ŻELAZOWSKA-SOBCZYK, MAGDALENA ZABIELSKA, The simplicity and emotionality of the language of patients in an online cochlear im- plant support group	121
ANNA STWORA, Simplicity for humorous purposes? On minimalistic yet humorous multimodal press ads	139
JACEK WASILEWSKI, AGATA KOSTRZEWA, The influence of the perception of text authorship on the assessment of text comprehensibility, value and aesthetic assets as well as emotions generated by texts	151
ANNA BURZYŃSKA-KAMIENIECKA, The practice of simplifying texts in the teaching of Polish as a foreign language (formerly and today)	169
OLGA MATYJASZCZYK-ŁOBODA, Plain language as a tool used in the adap- tation of texts for the purpose of teaching Polish as a foreign language — research overview	187
DARIA DOMINIAK, An experiment by the World Bank and the National Re- venue Administration in the light of plain language principles	201
KLAUDIA BRACISIEWICZ, Text usability test of French braid instructions . . .	223
ANITA WRÓŻ, The relational nature of complaint communication on Face- book (as exemplified by ING Bank Śląski and mBank)	235
MONIKA PASTUSZKO, How to use language for inviting to public consulta- tions? [announcement]	249
Notes on authors	261