TABLE OF CONTENTS

Introduction
Monika Białek RADIO REPORTAGE AS A FORM OF ARTISTIC UTTERANCE
Zbigniew Widera THE USE OF COMMUNICATION MEDIA IN EDUCATIONAL INSTITUTIONS ACTING AS INSTITUTIONS OF PUBLIC SERVICES
Łukasz Burkiewicz SOME REMARKS ON INTERCULTURAL MARKETING IN THE LIGHT OF CYPRUS EXAMPLE 37
Rafał Śpiewak THE MEDIA: THE GOOD SAMARITAN, A CRUEL RUFFIAN OR AN INDIFFERENT OBSERVER: AN ETHICAL STUDY BASED ON SELECTED MESSAGES OF POPE FRANCIS FOR WORLD COMMUNICATIONS DAY
Wiktor Widera EVENT MARKETING AS A PUBLIC RELATIONS TOOL OF LOCAL GOVERNMENT
Anna Adamczyk THE SIGNIFICANCE OF PUBLIC RELATIONS THROUGH APPLICATION OF NEW MARKETING MEDIA IN THE PROCESS OF STUDENT RECRUITMENT – BASED ON THE EXAMPLE OF ECONOMIC UNIVERSITY IN KATOWICE POLAND
BASED ON THE EXAMPLE OF ECONOMIC UNIVERSITY IN KATOWICE, POLAND83

Jakub Śliwak
A "FIT" TREND IN FRINGE BENEFITS VERSUS RESPONSIBLE
MARKETING COMMUNICATION FROM THE PERSPECTIVE
OF ADVANTAGES IT BRINGS TO VARIOUS GROUPS
OF STAKEHOLDERS97
Ewa Dudzic
INTRAPRENEURSHIP, ITS BURDENS AND OPPORTUNITIES -
THE LIFE SCIENCE SECTOR PERSPECTIVE109
Wiktor Widera, Ewa Dudzic
GAME THEORY IN POLITICS125