

## TABLE OF CONTENTS

### COMMUNICATION CONTEXTS: MARKETING AND MEDIA

Edited by dr hab. Paweł Chlipała, prof. UEK

#### ARTICLES

Marek JABŁOŃSKI, AI-Driven Organisational Transformation: A Transition-Based Typology and Competency Identification Framework .....	7
Paweł CHLIPAŁA, Tomasz OLCZAK, Attitudes of Internet Users to Native Advertising: A Comparative Study .....	23
Mariusz ŁAPCZYŃSKI, Bernadetta ZAWILIŃSKA, Application of the Q-Sort Technique in Marketing .....	41
Mateusz KILJAŃCZYK, Agnieszka KACPRZAK, Is It Still a Meme? Examining Factors Influencing the Perception and Effectiveness of Marketing Memes ..	57
Joanna SOBURA, Social Media and the Reading Decisions of Generation Z .....	77
Wojciech WELSKOP, Immersive Non-Fiction Media in User Reception: An Analysis of VR Experience Reviews in the Meta Ecosystem .....	97
Julia PARAFINIUK, Katarzyna KOPECKA-PIECH, Far, Far, Beyond the Mountains, Beyond the Seas... Perception of Quasi-Involuntary Internet Detox by Young Participants in a Long Sea Voyage .....	115
Temitope FRANCIS, Disinformation by Design: A Typology-Sensitive Analysis of Social Media Content and Vulnerability in Nigeria .....	131
Miłosz BABECKI, Adam BŁASZCZOK, Analysis of Directing Recipients' Attention Through the Cover Design of Selected Polish Opinion Weeklies .....	147

#### VARIA

Grzegorz KRAWIEC, Demographic Crisis and Family Breakdown in Poland. Personalist Diagnosis of Social and Cultural Transformations (2010–2025) .....	169
Paweł ĆWIKŁA, Imagination, Falsehood and Truth in Art and Science: Notes on the Sociology of Literature .....	185

REVIEWS

Alexander FILIPOVIĆ, Annika FRANZETTI, Susanna ENDRES (Eds.), *Grundbegriffe der Medienethik für Studium, Wissenschaft und Praxis* [Basic concepts of media ethics for study, research, and practice], Tübingen: UVK Verlag/UTB, 2026 (*Stanisław Fel*) ..... 201