TABLE OF CONTENTS

THE INSTITUTIONAL COMMUNICATION OF THE CATHOLIC CHURCH Edited by Rafał Leśniczak and Krzysztof Stępniak

ARTICLES

Matilda Kolić Stanić, Branimir Stanić, How to Ethically Use Artificial Intelligence in the Institutional Communication of the Catholic Church?	7					
Giovanni Tridente, Evaluating Church Communications in the Era of Artificial Intelligence						
Juan NARBONA, "We Ask for Forgiveness": Reflection on the Abuse Crisis in the Church in Press Releases						
Cristian MENDOZA, Moody's Catholic Ratings: Institutional Communication of the Church for Issuing Religious Bonds						
Rafał LEŚNICZAK, Political Communication of the Polish Episcopal Conference During the 2023 Parliamentary Campaign						
Krzysztof STĘPNIAK, The Motif of the Road in Religious Advertising: An Outline of the Problem						
VARIA						
Oksana ZHURAVSKA, Memes in Journalistic Texts About the Pandemic and War: Frequency and Strategies of Use						
Anna GARCZEWSKA, Cultural Memory – the Example of <i>Into the West</i>						
Karol KLAUZA, Christian Cinema as Part of Pastoral Theology. Challenges in the Context of Artificial Intelligence Applications						
Jan MAZUR, Woke – An Irrational Idea of Fighting for a Better World						
Krzysztof Kuźmicz, Aleksandra Chmielewska, Generational Needs vs. Media Selection						
Jakub MAJKOWSKI, Real-Time Interaction: Livestreaming as a Tool for Building Audience Engagement	199					

REVIEWS

Marcin	CIECHANOWSKI	OSPPE,	Klaudia	CYMANOW-SOSIN,	Ewangelizacja	
w mediach. Rola i znaczenie formatowania przekazów na przykładzie wybranych						
stacji radiowych, [Evangelisation in the media: The role and meaning of message						
form	atting as illustrat	ed by sel	ected radi	io stations] Kraków:	Wydawnictwo	
Hom	nini 2024 (<i>Aneta 1</i>	Wóiciszvn	-Wasil)	- 		217