

Gdańsk, 15<sup>th</sup> March 2019

Anna Lusińska, PhD.  
Department of Social and Cultural Communication  
Philosophy, Sociology and Journalism Institute  
Faculty of Social Science  
University of Gdańsk

### Summary of professional accomplishments

**1. Full name:** Anna Lusińska

**2. Diplomas and degrees possessed – with name, place and year of obtaining and the title of doctoral dissertation:**

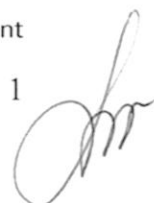
**2.1.** The academic degree of doctor in literature studies awarded by a resolution of the Board of Philosophical-Historical Department of University of Gdańsk on 6<sup>th</sup> April 2006; the title of doctoral dissertation: *Advertising against phraseology. Advertising texts as the source of new phrasemes*; supervisor: Prof. Jolanta Mackiewicz, PhD.; reviewers: Prof. Elżbieta Laskowska, PhD., Prof. Edward Łuczyński, PhD.

**2.2.** Court mediator diploma; ADR Academy – European Academy of Negotiation and Mediation, Polish Mediation Institute, National Mediators Association; certificate no.: ENMA-SMUG+ 1052/2015 of professional education giving qualifications to work as court mediator in criminal, juvenile, family, civil and business cases; issued in Warsaw on 5<sup>th</sup> February 2015.

**2.3.** Diploma of ADR Academy – European Academy of Negotiation and Mediation, Polish Mediation Institute, National Mediators Association; diploma no. ENMA-UG 570/09/2014 giving qualifications to construct agreements in criminal, juvenile, family, civil and business cases; issued in Gdańsk on 7<sup>th</sup> September 2014.

**2.4.** Diploma 132. Mediation School; ADR Academy – European Academy of Negotiation and Mediation, Polish Mediation Institute, National mediators Association; certificate no.: ENMA-SM 1018/08/2014; issued in Gdańsk on 10<sup>th</sup> August 2014.

**2.5.** Diploma of graduation from a postgraduate program in the scope of Organising and Management



of Education; State Higher School of Vocational Education, Economy Institute; issued on 24<sup>th</sup> April 2009.

**2.6.** Pedagogical training certificate of Teachers College at Mikołaja Kopernika University in Toruń, Humanities Department; pedagogical qualifications; issued on 2<sup>nd</sup> September 2003.

**2.7.** Master's degree of Polish philology major in linguistics in the range of applied linguistics; Department of Philology, Mikołaja Kopernika University in Toruń, issued on 11<sup>th</sup> April 2003.

### **3. Information on the previous employment in research/artistic institutions.**

#### **3.1. current employment**

From 11<sup>th</sup> October 2016 – present

**University of Gdańsk**

**Department of Social Science**

**Philosophy, Sociology and Journalism Institute**

**Facility of Social and Cultural Communication**

Adjunct

#### **3.2. previous employment**

From 1<sup>st</sup> October 2016 to 30<sup>th</sup> September 2018

**Higher Education School in Starogard Gdański**

**Extramural Pedagogical Studies and Postgraduate Studies of Education Management**

lecturer

From 1<sup>st</sup> October 2009 to 30<sup>th</sup> September 2011

**Academy of Humanities and Economics in Łódź, Sociology Faculty, Gdańsk Campus**

Dean

From 1<sup>st</sup> October 2009 to 30<sup>th</sup> September 2011

**Academy of Humanities and Economics in Łódź, Sociology Faculty, Gdańsk Campus**

Adjunct

2 

From 1<sup>st</sup> October 2005 to 30<sup>th</sup> September 2009

**Higher Education School of Humanities and Economics in Łódź,**

**ROZ in Gdańsk**

**faculties: Sociology, Pedagogy, English Philology, German Philology**

lecturer

### **3.3. employment in institutions related to the media and social communication**

From 2<sup>nd</sup> November 2004 to 31<sup>st</sup> March 2005

co-operation with **“Berger Film” Advertising Agency in Elbląg,**

advertising specialist (e.g. linguistic-stylistic consultations, managing projects of advertising campaigns for, among others, Nestle).

From 1<sup>st</sup> October 2003 to 28<sup>th</sup> February 2004

co-operation with **advertising agencies “Studio Grafiki” and “Clamo Clamare” in Elbląg,**

advertising specialist (e.g. preparing and implementing advertising campaigns and copy-writing).

From 1<sup>st</sup> August 2003 to 5<sup>th</sup> September 2003

co-operation with **Domain de la Cave Rachel Hamet Spay and Paula Spay in Saint Amour Bellevue, France,**

advertising specialist (advertising counselling, copy-writing, creating new image of the company and public relations as well as implementing advertising campaign of “Rachel Hamet Spay” and “Paul Spay Domain de la Cave” on local level).

From 30<sup>th</sup> July 2003 to 30<sup>th</sup> July 2003

co-operation with **“Capitol” Insurance Agency,**

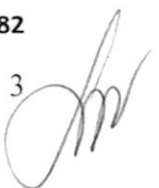
advertising specialist (drawing up marketing plan of advertising campaign for “Capitol” Insurance Agency – collision, breakdown and third party insurance together with copy-writing).

From 1<sup>st</sup> October 2002 to 31<sup>st</sup> March 2003

training period in **Artur Szafranski “Studio Grafiki”,**

position: linguistic consultant, copywriter and advertising-publicity coordinator.

**4. Indicating an achievement resulting from art. 16 item 2 act of 14<sup>th</sup> March 2003 on academic degrees and academic title as well as on degrees and title in art (Journal of Laws of 2016 item 882**

3 

as amended in Journal of Laws of 2016 item 1311):

a) title of academic/artistic achievement,

monograph

*Social campaigns in public service. Government communicating in Poland between 1994 and 2015 with the use of information social campaigns*

b) (author/authors, title/titles of publications, issue year, publishing house, publishing reviewers),

Anna Lusińska, *Social campaigns in public service. Government communicating in Poland between 1994 and 2015 with the use of information social campaigns*, CeDeWu Publishing House, Warsaw 2019, ss. 316, ISBN: 978-83-8102-245-3, publishing reviewer: Prof. Teresa Sasińska-Klas, PhD.

c) elaborating on the academic/artistic objective of the above mentioned work and results achieved together with discussing their possible use.

#### 4.1. Introductory remarks

My academic work until now is characterised by multidisciplinary. It was influenced by the knowledge gained (proved by the diplomas and certificates awarded to me) and experience from different disciplines: social communication, political science, media studies, marketing and management, pedagogy, sociology as well as law and public administration. In my work I devote a lot of attention to the interfusion and mutual relations of the above mentioned disciplines. However, the main current of my academic interests refers to the analysis of the vehicle, which social campaigns used in the broad sense are, with particular reference to political communication and marketing communication.

I got interested in the issue of social campaigns in 2005 when I was completing my doctoral dissertation on advertising texts. The analysis of commercial advertising carried out then directed my attention to the Italian fine photographer Oliviero Toscani's work. Controversial advertisements that were made in cooperation with Benetton created by him turned out to have social overtone. In the author's assumption that he wrote about in the book titled "Advertising smiling carrion"<sup>1</sup> the above mentioned advertisements were supposed to pursue social goals educating the society in the indicated subject by turning their attention to the social problem chosen by Toscani<sup>2</sup>.

Due to the fact that subject area of social problems has always been especial to me (being

<sup>1</sup> O. Toscani, *Advertising smiling carrion*, translated by M. Misiorny, DELTA Publishing Agency, Warsaw 1995.

<sup>2</sup> A. Lusińska, *Telling by pictures in social advertising. Social advertising in constructing changes*, [in:] "Pragmalinguistic studies" No. 3/2011, Volume "Popular culture – parts and wholes. Narrations in popular culture", Warsaw.