

Joanna Mikosz, PhD

Joanna Mikosz is an Assistant Professor in the Department of Journalism and Social Communication and Erasmus Coordinator at the University of Łódź, Poland. Her works include many press and academic publications as well as books: "Cultural Supplements to the Press of the Interwar Period" (2007), "Dziennik Łódzki: Past and Present" (2006), "The Workshop of a Prospective Press Journalist" (2008) and "Ways of press promotion" (2016). She also published books addressed to Erasmus students: "On Press Journalism" and "Communication – Selected Issues" (2008) and "Media Market in Poland" (2008), "Advertising – Trends and Production" (2010), "Journalism, Media and Advertising in Poland – Selected Issues" (2013). Joanna Mikosz is interested in the press market, press studies, non-standard advertising solutions and ways of press promotions.