## Contents

FROM THE EDITORIAL TEAM

Agnieszka Ogonowska, Bogdan Fischer A Word from the Subject Editors	3
DISCOURSES AND STUDIES	
Ewa Wójtowicz	
The chirping system. Human and technology: Tactical relations	7
Łukasz P. Wojciechowski, Katarína Fichnová	
New technologies and ambient marketing communication	22
Bartłomiej Kotowski	
Rhetoric of dance in TikTok	47
Maria Łukomska	
Artificial human on the Internet. Who are virtual influencers?	63
Patrycja Cheba	
Activation of users in the time of the COVID-19	
pandemic by influencers on the Instagram platform.	_ <
Comparative analysis of selected influencers	76
Elżbieta Małecka	
General decision of the President of the Office	
of Electronic Communication as a new regulatory instrument	94
Martyna Czapska	100
Video games modding – selected legal aspects	106
Ewa Milczarek	
Between access to culture and the rights of a creator.	101
Considerations on restrictions on e-book trading	121
Agnieszka Zielińska	
The use of protected content and the artificial intelligence –	
how far does the liability of the online content service	100
provider extend under Article 17 of Directive 2019/790?	132
Damian Kaczan	4 4 2
Liability for damages caused by artificial intelligence in medicine	145

## REVIEWS, REPORTS, INTERVIEWS

Agnieszka Ogonowska, Mirosław Filiciak, Agnieszka Walecka-Rynduch,	
Ewa Wójtowicz, Marek Pieniążek, Przemysław Chmielecki, Łukasz Wojciechowski	
Cyberculture 3.0: Maincontexts and directions of development.	
Editorial discussion	161
Jakub Kosek	
"Song is good for everything". Around the publishing series Loud Pens	
(Jan Dlugosz University in Czestochowa)	171