We welcome:

Dr. Anna Garczewska

Sending institution:
Kazimierz Wielki University

Duration of stay:
from 8/06/2026 to 19/06/2026

Invited by:
Chair of English Language and Culture
Prof. Dr. Daniela Wawra

Research profile:

Dr. Garczewska's research lies at the intersection of law, media studies, and popular culture, with a strong emphasis on interdisciplinary inquiry.

Current research focus:

The central focus of her current research is the legal and semiotic analysis of anti–violence against women (anti-VAW) campaigns. She examines how social justice issues are framed, communicated, and disseminated through media.

Research project at the University of Passau:

At the Chair of English Language and Culture, Dr. Garczewska will pursue a research project on Media Campaigns Addressing Violence Against Women.

Violence against women and girls (VAW) remains a widespread issue in many countries. Among the various strategies employed to combat such violence, social campaigns play a crucial role in raising awareness and promoting prevention. These campaigns are designed not only to address the immediate consequences of violence but also to foster long-term societal change in attitudes and behaviours. They provide practical guidance on how individuals and communities can support victims, while also encouraging active participation in collective efforts to prevent and reduce violence.

By conducting a multimodal analysis of anti-VAW campaigns, this research seeks to deconstruct the communicative modes involved and explore their functions and interactions, thereby gaining insight into how meaning is produced across different modes of communication. In doing so, it aims to contribute to the development of more effective, inclusive, and socially responsible campaign strategies.

PUBLIC LECTURE

American Media Campaigns Addressing Violence Against Women

We are very much looking forward to Dr. Garczewska's stay with us and to the academic exchange and interdisciplinary dialogue that her visit will foster.