Summary

Title: **The image of fatherhood in social media based on "instafathers" – a media linguistic analysis**

This PhD thesis entitled 'The image of fatherhood in social media based on 'instafathers': a media linguistic analysis'' was created as a result of noticing the need for normativization, description, and characteristic of the online community of fathers functioning on Instagram. The work was created in the mainstream of media linguistic research, combining knowledge from the humanities, social sciences, linguistics, media studies, and sociology.

The research query was carried out throughout 2021, when the author selected the content and archived the source material. In the selection of accounts whose content was analyzed, the author was guided by the ranking of top 100 Instagram creators in Poland, made by the #DDOB agency. 10 parenting accounts have been selected, including profiles run by: Robert Lewandowski (_rl9), Kamil Nowak (blogfather), Michał Będźmirowski (modny_dad), Damian Michałowski (father), Kuba Urbaniak (daughter), Marcin Pawlikowski (extratata), Michał Kaczmarek (tata_dentist), Krzysztof Bosko (boskobrody_dad), Kamil Mikuła (tataiberbecie) and Bartek (dad_on_training). In the indicated period, the above creators shared a total of 750 posts on parenting topics on their profiles (both the visual side of the publication and its description were taken into account by the author), all content was included in the qualitative analysis.

The work consists of an introduction and six chapters. The first chapter is devoted to Instagram and includes the history of the site and the description of its contemporary impact. The second chapter concerns the development of virtual communities and the emergence of parenting groups within them. In this part, the author discusses both the group of instafathers and the phenomenon better described in the literature, i.e. the community of instamothers. The third part of the thesis is devoted to the theory of modern language on the Internet. The author presents the constitutive features of Instagram, which include: communication through hashtags, the use of emoticons and emojis, and the creation and dissemination of memes. The next chapter deals with the linguistic image of the world and the established

stereotypes in relation to fathers. The author also reviews the historical definitions of the lexeme father.

The fifth chapter is an introduction to the analytical part of the work, where the axiological issues of the published content are presented. The next part of the chapter presents a qualitative analysis of the collected material, broken down into stylistic, lexical, syntactic, word formation, punctuation and spelling properties. The phenomenon of multimodality has also been described. The chapter is also a presentation of the survey's results, illustrating the perception of instafathers and instamothers by Internet users. In the last chapter, the concept of instafather was conceptualized. The practical part of the work is completed by a summary of the results and a presentation of the possibilities of conducting future research following the topic.

Key words: instafathers, media linguistics, Internet, Instagram