PhD thesis: *Language creating the image by the Polish national museums in social networks* combines elements of knowledge in the field of social communication, marketing, cultural studies. The dominant field is linguistics.

Chapter I - *Language creating the image* - is an introduction and a definitional issue related to the image creation. Chapter II - *Social media*. This part is characterized by contemporary social networking sites divided into types, for instance: blogs and microblogs, content communities, social networking, virtual worlds of games, virtual worlds of social networks. The consequence of the functioning of social media are virtual communities, the importance of which also became the subject of the second chapter, as well as the characteristics of electronic communications in general aspect.

Chapter III - *Polish national museums* - describes institutions which are registered in the National Register of Museums, which is run by the Ministry of Culture and National Heritage.

Analysis of individual social media, which are used by the Polish national museums, is the subject of the next chapters entitled respectively:

IV. *Polish national museums in social networks*

V. *Language blogs and microblogs in Polish national museums*

VI. *Language content communities used by the Polish national museums.*

Each chapter presents - created by the sender - language picture of the world and the ways of building linguistic communities and mobilizing community members, technical language creating them, ergo creating the image.

The source material were all available in 2010-2015 social networking profiles (i.e. Facebook, Twitter, nk, Wikipedia, blog sites) and websites of Polish national museums.