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**Abstract:** Increasingly, in the Polish language you can meet foreign-sounding phrases relating to media communications. Anglicisms such as *public relations*, *marketing*, *storytelling*, *ghostwriter* and *speechwriter* not only surprised by their presence in the pages of Polish publications, but did not obtain valuable native counterparts. Another term that has not yet been developed in Polish lexicography, is spin. Token for several years, occasionally appears in publications concerning mainly the language of politics, but also business.

In the process of communication management and consequently also the image and spin is the element that is an essential part of the media coverage. Spin is the construction of “favorable” interpretations of what happened or actually occurs, and its purpose is to influence social issues seen the data, resulting in shaping public opinion.

It seems that due to the increasing popularity of the term spin it can be successfully included in the list of anglicisms, which through scientific discourse and the media come into the Polish language.