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Abstract

This article attempts to analyse the media discourse on the notion of gender in the most renowned Polish opinion journal *Newsweek Polska* weekly in the context of the letter that the Polish Episcopate of the Catholic Church issued for the Sunday of the Holy Family in 2013, which concerned gender and its ideology. The author this article presents a brief analysis of viewpoints discussed in *Newsweek Polska*: of the Polish Episcopate and of the journalists of *Newsweek Polska*. In the latter part of the article, the author analyses selected rhetorical means employed by the journalists. The last part is devoted to pastoral and educational guidance for religious and medial educators. The analysis ventured in this article gives grounds to the conclusion that the journalists of *Newsweek Polska* noticeably adhered to one side of the debate on gender – to the supporters of the ideology.