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**Abstract:** The review outlines an interesting publication on Media Studies. In her book, *Voices of today...*, Wojtak analyzes the poliphonic character of the contemporary press through a detailed description of each of its components: use of the colloquial language, application of languages tied to a specific geographic or social background and employment of foreign languages. The author also examines the neologisms created and disseminated by the press. With each category, she not only registers its existence but also attempts to determine the motivation behind it and seeks the function it performs in the text. Remarks on the journalist techniques of ridiculing the reality and the analysis of genuine texts based on concepts, puns and genre juggling complement the work of this linguist, genealogist and language stylist.