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Title: „Bo byłem przybyszem...” (“Because I was a stranger...”) social campaign as an example of the efficiency of the multimedia coverage concerning integration of foreigners in Poland. (Kampania społeczna „Bo byłem przybyszem...” jako przykład skuteczności wielomedialnego przekazu dotyczącego integracji cudzoziemców w Polsce.)

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Abstract Foreigners’ interest in Poland has risen together with the accession of Poland to the European Union. “Strangers” working in hospitals, shops, or at building sites, walking their children to Polish kindergartens and schools, together with a growing number of foreign students and scientific workers at Polish universities validate the questions about the point and aims behind the integration of foreigners with the host society. In order to prepare the Polish society for new reality, constant efforts are needed as well as effective tools to raise the social awareness concerning foreigners and challenges they need to face. One of such effective tools was the social campaign titled “Bo byłem przybyszem...” (“Because I was a stranger...”) realized in the Lublin region by Stowarzyszenie Centrum Wolontariatu (Volunteer Center Association). Its universality and reliance on various media tools made it one of the most effective campaigns in Poland as far as this subject matter is concerned.