

**THE USE OF TRADITIONAL AND ELECTRONIC COMMUNICATION  
- THE CASE OF OCCASIONAL GREETINGS**

**Summary**

The paper presents the results of a survey, conducted among the students of the Warsaw School of Economics, on the use of different forms of transmission of one of the most popular messages sent between people - occasional greetings. The survey shows that the most popular form is an SMS, but traditional greeting cards still compete with other electronic forms.

*Translated by Przemysław Polak*