Summary
The paper outlines the research perspectives connected with the presence of folk and urban dialects in Polish films and TV series. The regional varieties have been noticed in the Polish cinematography since the 1920s, and have been employed in all genres: comedy, drama, children’s films, SF. They may serve various functions which have not yet been described by linguists. The author focuses on the three major elements of a film seen as a communicative act: the text (here: the linguistic elements of non-standard styles that manifest themselves in films), the sender (directors, scriptwriters, actors) and the receiver (spectator). The paper formulates a number of proposals around which further research into the analyzed topic shall be centered (e.g. the stereotypical exponents of dialectal stylization in films, and their influence on the social perception of dialects).