New Technology Division

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Interview with the Deputy Director of the New Technology Division in NowyMarketing

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Is it possible to tell the story of Polish history through video games without compromising its seriousness, truth, and emotional weight? In the latest issue of *Playbook #5: Gaming and Esports*, an in-depth interview with Director Adrianna Paradowska explores how far modern historical education can go—and why gaming is becoming one of its key tools.

Digital audiences versus traditional forms of learning

The conversation helps organize the debate around digital education and teaching history through games and applications. The interview addresses the ongoing digital revolution and the emerging need to develop new teaching methods and techniques.

Thanks to projects developed by the New Technology Division, 20th-century history is reaching younger generations through video games as well as VR (virtual reality) and AR (augmented reality) applications. In her interview for *NowyMarketing*, Director Paradowska outlines how educational gaming projects are created—from the initial concept, through the work of interdisciplinary teams (screenwriters, game designers, graphic artists, and programmers), to testing with students and teachers.

From “dusty papers” to immersive worlds

The Institute of National Remembrance has been consistently building its presence in the digital world—not to replace traditional education, but to complement it and make it more accessible to young audiences raised online. Games such as *Lotnicy* and *Gra Szyfrów* present history through emotions, decisions, and the experiences of specific characters, rather than limiting themselves to dates, names, and definitions.

The interview is addressed not only to supporters of immersive historical education, but also to those who remain unconvinced. Director Paradowska speaks openly about the risk of oversimplification, criticism, and the necessary compromise between gameplay and the transmission of knowledge.

The conversation also touches on systemic challenges, such as resistance within parts of the educational community, technological barriers in schools, and the need to support teachers in using new tools. It is an important voice in the broader debate about the future of education and the role of digital competencies.

Video games in the service of education

Streaming platforms and video games are becoming one of the most important spaces not only for brand building and entertainment, but also for shaping civic attitudes, developing empathy, and learning—not just history.

By reading the interview with Director Paradowska, you will discover examples of games and applications that demonstrate how gaming and new technologies create innovative ways of delivering educational content to school-aged youth. You will also learn about the risks and opportunities of immersive historical education, and how traditional forms of learning can be combined with projects using virtual and augmented reality.

Read the interview with Director Paradowska for free



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