

SUMMARY

Slogans promoting Polish territorial brands

One of the forms of advertising are slogans, linguistic texts reminiscent of magic spells, repeated and remembered as if they were ritual forms (Bralczyk 2004, 12). Slogan is most often understood as a linguistic tool that thanks to its attributes, ie efficiency and succinctness, can fulfill the intended functions: encourage people to take specific actions (Kochan 2007, 22). Due to a specific linguistic form, the slogan is intended to induce the recipient to certain choices and attitudes and to control his / her awareness, only then it is to be the source of information (Chludzińska 2002, 119). If the purpose of the communicational act is to implement strategies that urge the recipient to a particular course of action, consistent with the intentions of the person giving the message, then one can speak about persuasion (Albin 2000, 110). The sender and recipient of the advertising slogan are aware that they are participating in the game. Its rules are set by the sender, who uses linguistic means in such a way that persuasion is almost invisible in the given text. In the final game, however, the recipient is the most important, because he decides the outcome of the game. Slogans, although used in politics, social actions as well as image-related activities, are mostly associated with advertising. You can, however, advertise everything.

Advertising in Poland flourished thanks to the system transformation after 1989, mainly changes set to build a free market and emergence of mass media. The beginning of territorial marketing in Poland dates to soon after, early nineties of the last century. In other European countries this is somewhat longer tradition. In Poland, territorial marketing was based primarily on promotion (Sekula 2005, 216–218). Individual regions began marketing activities that were directed towards potential future residents, tourists, investors and local community. They started to compete for the possession of a convincing, attractive, strong and above all uncommon image, i.e. for the creation of their territorial brand.

I draw the term territorial brand from territorial marketing. For the purposes of linguistic research, therefore, I accept the following definition of the term territorial brand: sets of subjective opinions and imaginations that characterise specific territories forming the organizational unit (Szromnik 2007, 16). I treat the territorial brand both as

the sum of experiences resulting from the use of products and services, as well as the sum of images, associations and promises expressed through marketing communication.

This thesis consists of two parts. The first one is material and analytical. It contains slogans that promoted Poland and all voivodships within it as well as their descriptions. It was published in 2018 under the title Dictionary of slogans advertising Polish territorial brands. Poland and voivodships (Jędrzejczak 2018a). An addition to this dictionary part is a list of slogans promoting Polish voivodship cities along with their sources. The enrichment of the material base with this group of slogans is dictated by the desire to provide the most accurate and comprehensive depiction of language persuasion mechanisms, which are used in this type of advertising slogans, and which I present in theoretical considerations, constituting the second part of the dissertation. The second part of the work is devoted to the typical and the most expressive linguistic means influencing the persuasiveness of the slogans advertising Polish territorial brands. The two-part construction of the dissertation is aimed at showing the specifics of the analyzed language material, which does not submit to unambiguous classifications. The analysis of the collected material confirms the following words of Stanisław Grabias: „a man, in his linguistic behaviours, is determined and creative at the same time, because there are situations in which speakers behave in the same way, but there are also those in which it is impossible to find significant similarities” (Grabias 1994, 231). This does not mean, however, that some systematic analysis of the discussed communications cannot be made, which I am trying to do anyway in the theoretical part of the dissertation.

The dictionary analysis is an attempt to make an inventory (and, in part, also the description) of slogans promoting Polish territorial brands. The inspiration for its creation was published in 2009 Dictionary of advertising slogans by Marta Spsychalska and Marcin Hołota (Spsychalska, Hołota 2009) which includes the selection of five hundred advertising slogans that appeared in TV commercials in Poland from the beginning of the nineties of the twentieth century until the end of 2008. My study is a kind of a supplement to the dictionary of advertising slogans devoted to various products. It adds similar information about the territorial brands slogans.

The collection of slogans are terms created in the period from their appearance on the Polish advertising market (for the first slogan advertising the territorial brand, I recognize the slogan *Teraz Polska*, which was established in 1991) until the end of 2016. In addition - apart from the term Poland, names of voivodships and of provincial cities -

I distinguish *Polska Wschodnia* brand, which improved the organisation of entry articles and, consequently, should facilitate the use of the dictionary. The wording *Polska Wschodnia* is neither a geographical nor an administrative term but it was created for official purposes. By means of this official name, the following voivodships were jointly advertised: Lubelskie, Podkarpackie, Podlasie, Świętokrzyskie and Warmińsko-Mazurskie.

The dictionary part is made up of one hundred and eighty one entry articles, supplemented by ninety-three slogans promoting eighteen urban territorial brands representing Polish voivodship cities. In two provinces, municipal and administrative entities were divided into two cities. For this reason, Bydgoszcz and Toruń are capitals of kujawsko-pomorskie voivodship, and Gorzów Wielkopolski and Zielona Góra are capital cities of lubuskie voivodship.

The second part of the study is an analysis of the mechanisms of linguistic persuasion in the slogans presented in the material part that promote Polish territorial brands. The choice of the main subject to which I submit my considerations in this part of the dissertation is dictated by the fact that the advertising slogan exists just for persuasion purposes. I realise that these promotional slogans perform simultaneously many linguistic functions, and most of them are mutually motivating. The recipients expect that the slogan will inform and - although not necessarily truthfully - it actually informs about something, it has, therefore, an informative function. The slogan is to appeal to the recipients, thus it has to fulfil an aesthetic function. In addition (at least in some cases) it is to draw their attention not only to the content, but also to the form of the message - so it is also intended to be a poetic function. The advertising slogan expresses the attitude of the sender of the message, thus it has an expressive function. It also performs a contact function because (to a greater or lesser extent) it attracts and sustains the attention of the recipients as well as a ritual function, because it usually meets the requirements of the genre. All these functions (and many others) are subordinated to a persuasive function. Therefore, I understand persuasion as a specific function of language, which covers all the areas of advertising message: lexis, phraseology, semantics, stylistics, syntax, morphology, phonetics and linguistic image of the world, and even graphics or visualization of the text. Above all, I am interested in the implementation of the persuasive function at the grammatical level of the text. And

although my reflections on linguistic means of persuasion in slogans are sometimes close to stylistic or semantic approaches, the theoretical part of the dissertation is subordinated to the presentation of ways of influencing the thoughts and actions of people by means of specific grammatical structures. The following chapters of this part of the thesis are a study of types of persuasive agents: lexical, phraseological, word-formation, inflectional, syntactic, phonetic as well as graphic.

The purpose of this dissertation is primarily to analyse the content and form of slogans that promote Polish territorial brands. The dictionary section is to constitute a collection (and description) of slogans that act as an extremely interesting document of the era in which they originated. The goal of theoretical analysis, on the other hand, is to expand the scope of research on persuasion with new linguistic material. I assume that the analysis of the linguistic means of persuasion used in the slogans will be a way of presenting almost unlimited possibilities of persuasive use of language.