

*Magdalena Butkiewicz, WT UKSW*

# From classical rhetoric to the rhetoric of advertisement - a review of the types of “the art of effective persuasion”

Od retoryki klasycznej po retorykę reklamy – przegląd typów “sztuki efektywnego perswadowania”

## **STRESZCZENIE:**

W ARTYKULE ZAWARTO PRZEGLĄD HISTORII RETORYKI - OD CZASÓW STAROŻYTNYCH DO WSPÓŁCZESNYCH.

RETORYKA, UPRAWIANA JAKO SZTUKA EFEKTYWNEGO PRZEKONYWANIA, WYKORZYSTYWANA BYŁA W CZASACH STAROŻYTNYCH – NA PRZESTRZENI WIEKÓW WIELOKROTNIE ISTNIAŁA POTRZEBA DOWODZENIA SWOICH RACJI W SPRAWACH OSOBISTYCH, NP. ZWIĄZANYCH Z FINANSAMI ORAZ W ŻYCIU PUBLICZNYM LOKALNYCH SPOŁECZNOŚCI GRECKICH, NA PÓŁWYSPIE PELOPONEZ I W MIASTACH KOLONIALNYCH.

WSPÓŁCZEŚNIE - Z UWAGI NA TO, ŻE NADAL POTRZEBNE SĄ UMIEJĘTNOŚCI SKUTECZNEGO PERSWADOWANIA, DOWODZENIA SWOICH RACJI I WPLYWANIA NA ODCZUCIA SŁUCHACZY - UMIEJĘTNOŚĆ WYKORZYSTANIA RETORYKI JEST JEDNĄ Z NAJBARDZIEJ POŻĄDANYCH KOMPETENCJI MIĘKKICH NA RYNKU PRACY.

## **SŁOWA KLUCZOWE:**

RETORYKA, STAROŻYTNOŚĆ, SOFIZM, MEDIA, REKLAMA, PERSWAZJA

## **ABSTRACT:**

THE ARTICLE INCLUDES REVIEW OF RHETORIC HISTORY – FROM THE ANCIENT TIMES TO CONTEMPORARY. RHETORIC, TREATED AS THE ART OF EFFECTIVE CONVINCING, WAS REGULARLY USED IN ANCIENT TIMES - OVER THE CENTURIES REPEATEDLY A NEED OF PROVING ONE'S ARGUMENTS IN PERSONAL CASES, E.G. CONNECTED WITH FINANCES AND IN THE PUBLIC LIFE OF THE GREEK LOCAL COMMUNITIES, ON THE PELOPONNESE PENINSULA AND IN THE COLONIAL CITIES. IN OUR TIMES - DUE TO THE FACT THAT STILL ABILITIES OF EFFECTIVE REASONING, PROVING ONE'S ARGUMENTS AND INFLUENCING FEELINGS OF LISTENERS ARE NEEDED - THE ABILITY OF USING RHETORIC IS ONE OF MOST DESIRABLE AND SEARCHED SOFT COMPETENCE ON THE LABOUR MARKET.

## **KEYWORDS:**

RHETORIC, ANCIENT AGES, SOPHISM, MASS MEDIA, ADVERTISEMENT, PERSUASION

Rhetoric is an art of persuasion which - at present - is being discovered anew. About history of rhetoric, first assumptions and purpose of it, we know a lot today. To our times survived a few works written by ancient philosophers - the fathers of rhetoric.

In the mass media, especially in the context of the growing demand for raising the efficiency of advertising - rhetoric found the special application. Many publications came into existence about the rhetoric of media and using rhetoric (or rhetorical grips) in the advertisement. This article includes a review of the history of rhetoric - from ancient times to the present. I will try to answer to one question: what differences are between classical rhetoric and with its varieties - e.g. with rhetoric of the advertisement.

For that purpose I constructed two research hypotheses. Firstly, purpose of using rhetoric didn't undergo radical transformations for the antiquity until today, and - secondly - it is possible to regard independent of the rhetoric of the advertisement - this art functioning as important part of humanistic studies. In order to check the truth of research hypotheses, I will use popular humanistic methodology - analysis method and criticisms of the writing. I will study the articles about history of rhetoric, chosen ancient rhetorical texts and textbooks textbooks on rhetoric and eristicses.

### What rhetoric is?

It is indicated in the Polish source literature that ancient rhetoric was included in the area of literary and poetics theory, which had an impact on reducing the perception of rhetoric as a separate discipline<sup>1</sup>. Ethos, pathos and logos are the three dimensions, whose coexistence on the basis of equivalent elements of the rhetoric learning (theory) and practicing (practice) processes, determines the specific character of rhetoric, the correct understanding of its essence<sup>2</sup>. The fact that understanding of rhetoric was overshadowed by various errors was influenced (at most) by the focus of attention on only one of these three dimensions, which has been the case from the very beginning of rhetoric<sup>3</sup>. Pointing to the further consequences of the distortion of the meaning of practicing it, P. Ricoeur wrote that "rhetoric has lost nexus that bound it through dialectic with philosophy; having lost this bond, rhetoric became a mistaken and elusive discipline"<sup>4</sup>. This theorem shows that at a certain stage of historical development of mankind, the benefits resulting from its use were no longer recognized. In the mi-

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<sup>1</sup> Cf. H. Cichocka, J.Z. Lichański, *Zarys historii retoryki. Od początku do upadku cesarstwa bizantyjskiego*, R. Volkmann, *Wprowadzenie do retoryki Greków i Rzymian*, Warszawa 1995, p. 7; J.Z. Lichański, *Retoryka. Historia-Teoria-Praktyka*, tom 1, *Historia i teoria retoryki*, Warszawa 2007, p. 15-16; *ibid*, *Retoryka w Polsce. Studia o historii, nauczaniu i teorii w czasach I Rzeczypospolitej*, Warszawa 2003, pp. 5-20.

<sup>2</sup> See M. Meyer, *Wstęp. Dlaczego racjonalna historia retoryki?*, in: M. Meyer, M.M. Carrilho, B. Timmermans, *Historia retoryki od Greków do dziś*, Warszawa 2010, p.6.

<sup>3</sup> See *ibid*, p. 6 et seq.

<sup>4</sup> P. Ricoeur, *La metaphora vive*, Paris 1975, s. 13-14, cit. by C. Perelman, *Imperium retoryki. Retoryka i argumentacja*, Warszawa 2002, p. 9

d-twentieth century, however, there has been a shift in the perception of rhetoric, which was made by re-discovery, or rather debunking of its relationship with the dialectic theory of argumentation<sup>5</sup>.

Currently, teaching rhetoric at every level of education - whether at the school, or consumer level - has gained significant popularity. It is caused by the fact that studying practical rhetoric is offered by many universities, mostly in the form of specialised post-graduate courses<sup>6</sup>, but the elements of rhetoric are also included in the curriculum prepared for middle and high school<sup>7</sup>. Probably a significant impact on popularizing the teaching of rhetoric in Poland had the fact that people - both in private and professional life, regardless of the profession - once again began using rhetoric as one of the basic forms of business communication. Using persuasion in the communication with the surrounding environment seems to be especially attractive. Persuasion is one of the most important components of rhetoric and is “a difficult to describe synthesis of intellectual, moral and emotional components (elements) of speech addressed to reason, will and feelings of the target audience”<sup>8</sup>.

Such a need for knowledge of rhetoric, together with a fascination with the effects of its use, caused that the ability of efficient “delivering of speeches” has become the ability specifically desired by employers (as one of the so-called soft skills<sup>9</sup>).

On the other hand, what is rhetoric in today's meaning? Is the way in which we define this discipline has something to do with how it was perceived by historical creators of its philosophical foundations? Why the need for the use of rhetoric and persuasion in communication is one of the imperatives of today's society? In this paper, I would like to try to answer these and similar questions.

### Sources of rhetoric - historical approach

According to the definition given in “*Wielki słownik poprawnej polszczyzny PWN*”, rhetoric is “an art of pronunciation, oratory; learning about the principles of

<sup>5</sup> See C. Perelman, *Imperium retoryki*, op. cit., p. 11. A significant impact on the redefinition of these relations of rhetoric and dialectic had the works of C. Perelman, including the publication cited here *Imperium retoryki. Retoryka i argumentacja*.

<sup>6</sup> See R. Przybylska, W. Przyczyna, *Nauczanie retoryki na studiach podyplomowych (na przykładzie Podyplomowego Studium Retoryki w Krakowie)*, in: *Nauczanie retoryki w teorii i praktyce*, J.Z. Lichański, E. Lewandowska Tarasiuk (ed.), Warszawa 2003, p. 75-85

<sup>7</sup> See A. Kruszyńska, *Między słowem a tekstem. Elementy retoryki w nauczaniu języka polskiego na poziomie gimnazjum*, w: *Nauczanie retoryki*, op. cit., p. 135-155; D. Oleszczak, *Tatuś Muminka i Hatifnawie. Nauczanie retoryki w liceum - potrzeba i wyzwanie*, in: *Nauczanie retoryki*, op. cit., p. 156-164; R. Przybylska, *O języku polskim; podręcznik dla klas 1-3 liceum ogólnokształcącego, liceum profilowanego i klas 1-4 technikum; zakres podstawowy i rozszerzony*, Kraków 2002, p. 397-426

<sup>8</sup> See M. Korolko, *Sztuka retoryki. Przewodnik encyklopedyczny*, Warszawa 1998, p. 32.

<sup>9</sup> *6 umiejętności, które gwarantują awans...*, publ. 3.01.2013, <http://kariera.forbes.pl/6-kompetencji-miekkich-ktore-gwarantuja-awans.galeria.136500,1,1.html> (accesses on 26.03.2016). In addition to public speaking skills, the list of the six skills most desirable by employers include: a sense of humor, body language, emotional intelligence, leadership skills and assertiveness.

beautiful phrasing.”<sup>10</sup>. This definition can also be found in a slightly expanded wording in the dictionary by W. Kopaliński, who wrote about the rhetoric that it is “theory and the art of speaking, oratory; a textbook for learning speaking skills.”<sup>11</sup>.

Kopaliński also emphasized the close relationship of rhetoric with Greek culture, adding to its definition a mention that rhetoric was part of the so-called *artes liberales*, or liberal arts, whose knowledge since the times of antiquity used to be regarded as necessary in the process of acquiring higher education<sup>12</sup>. The recognition of rhetoric as an art of improvement, whose knowledge constitutes of having more competencies, “improving human activity,” has its roots in the viewpoint of Plato and Aristotle<sup>13</sup>, and also in the subsequent deliberations by Cicero and Quintilian<sup>14</sup>.

Most research papers dealing with the history of rhetoric indicate that its sources should be sought in the history of ancient Greece, and more specifically, in the period called the classical period. This conviction is proof of the Eurocentric approach to the history of the development of this field of science<sup>15</sup>.

Modern scholars search for the roots of classical rhetoric, which is treated as a tool used during the committee meetings, in the socio-political changes, which occurred in Sicily at the beginning of the fifth century<sup>16</sup>.

The skill of public speaking was a particularly important competency in ancient Greece, as the socio-political conditions not only supported the development of the art of the proper use of words but also forced to learn and develop the art of rhetoric. Many social institutions operated, and particularly made up decisions, based solely on oral communication and it was particularly important that citizens of *polis* were able to express their minds openly. The citizens of Greek cities had the opportunity to speak during the court hearings, where they could defend their rights or accuse their opponents; during meetings of citizens, where they discussed issues important to the local community, which primarily included discussions about politics; and during the meetings of the local council of elders, or Areopagus.

As M. Meyer points out, Plato appreciated rhetoric primarily as a kind of art being in close relationship with propaganda and manipulation because, in his view, the most important element of the triad of ethos-pathos-logos was an auditorium, or pathos. No

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<sup>10</sup> See *retoryka* in: *Wielki słownik poprawnej polszczyzny PWN*, A. Markowski (ed.), Warszawa 2011, p. 965.

<sup>11</sup> W. Kopaliński, *Słownik wyrazów obcych i zwrotów obcojęzycznych z almanachem*, Warszawa 2000, p. 433.

<sup>12</sup> See *ibid.*, p. 48. Liberal arts comprised of 7 secular sciences, which had to be learned in the course of higher education. There was an internal division into lowe (so called, trivial school) and higher education. Rhetoric along with grammar and dialectic was a part of lower level education.

<sup>13</sup> See M. Korolko, *Sztuka retoryki*, *op. cit.*, p. 32

<sup>14</sup> *Ibid.*, pp. 47-48.

<sup>15</sup> See W. Pisarek, *Nowa retoryka dziennikarska*, Kraków 2002, p. 7.

<sup>16</sup> See. M.M. Carrilho, *Korzenie retoryki: starożytność grecka i rzymska*, in: *Historia retoryki od Greków do dziś*, *op. cit.*, p. 20.



The perception of rhetoric in the twentieth and twenty-first century is very different. Now it is a force capable of unmasking the lies, and in the last century, it was often viewed as one of the most effective tools to help spread the message of propaganda.

other element determined the form of the speech as much as the needs of the audience. Expectations and what the auditorium is “going through often unconsciously”<sup>17</sup> influenced not only the way the speaker behaved but also the language he used, choosing arguments and uttering his speech. During the ongoing dispute about the importance of rhetoric, Plato wrote that it “is working on improving the souls of fellow citizens and the struggle that always leads to saying what is the best (...)”<sup>18</sup>. However, in other parts of his artful dialogue he noted that rhetoric is an art of flattery, which is based on ignorance of the audience, taking advantage of their stupidity to achieve its goals<sup>19</sup>.

Aristotle formulated the most commonly cited definition of rhetoric, according to which it is “the power to invent anything that in the speech can be convincing”<sup>20</sup>. Aristotle's works, which relate to the rhetoric, are a reference to the studies of this discipline primarily because he recognized the equivalence of three branches of rhetoric - ethos, pathos and logos. Describing the relationship linking these criteria, in other words, the rhetorical relationship, he stressed that it binds the three elements in a manner so strict that the exaggeration of the role of any of them will likely distort the original meaning of practicing rhetoric. That same meaning of practicing rhetoric is to convince listeners about the speaker's right, which requires skillful use of persuasion. It is done using properly selected and expressed arguments<sup>21</sup>. Apart from arguments, carefully selected examples are equally important. Their use, in addition to the use of appropriate means of language, can be useful when calling certain emotional states among the audience<sup>22</sup>. The aim of the speaker is not always to discover the truth in front of the audience, but often in spoken language there is a search for justification of probability, whose existence needs to be properly depicted. Proficiency in the art of rhetoric is for Aristotle synonymous with education and, indirectly, with the forma-

<sup>17</sup> M. Meyer, *Wstęp. Dlaczego racjonalna historia retoryki?*, art. cit., p. 6.

<sup>18</sup> See Platon, *Gorgiasz*, W. Witwicki (ed.), Warszawa 1958, 503B.

<sup>19</sup> See *ibid*, 464D.

<sup>20</sup> Arystoteles, *Retoryka*, in: *idem, Retoryka, Retoryka dla Aleksandra, Poetyka*, trans and ed. H. Podbielski, Warszawa 2009, p. 219.

<sup>21</sup> Cf. M. Korolko, *Sztuka retoryki*, op. cit., pp. 38-39.

<sup>22</sup> M. Cytowska, H. Szelest, *Historia literatury starożytnej*, M.J. Mejer (ed.), Warszawa 2007, p. 84.

tion of the soul, whose enrichment is not only an expression of freedom, but also the best way to experience life in a wise way<sup>23</sup>. Already in antiquity people started to walk away from the manner in which Aristotle understood the rhetoric, and which is believed by many researchers as its model.

H. Cichocka and J. Z. Lichański found that reluctance to rhetoric, which at the end of the twentieth century was present in the literary and cultural consciousness was related, among others, to “downscaling its narrowly stylistic or practically propagandistic issues”<sup>24</sup>.

An excellent example of reducing rhetoric only to the level of “pronunciation” was included in “*Historia literatury starożytnej*” (History of ancient literature), where it was noted that “the development of speech was favored by both the Athenian democracy, which provided numerous opportunities for public speaking, as well as the activities of the Sophists. Three kinds of speech were developed: judicial, political and entertaining”<sup>25</sup>.

Criticizing the approach to the three branches of rhetoric (ethos, pathos and logos) as its separate elements, M. Meyer writes that the approach to the rhetoric changed in the same way as the approach to every area of science in human history, with the proviso that “the rhetoric has become popular again” as a response to public demand<sup>26</sup>.

It evolved, derived from new experiences and the development of communication capabilities. It developed and derived from human experience continuously for nearly two and a half thousand years, so now it can enjoy the riches it has never seen before. According to M. Meyer, rhetoric should be viewed today “as a force capable of exposing the deceptive discourses, with which it comes across almost every day, able to soften and weaken criticism, impertinence, and above all the consciousness they condition. We should also see it as the ability of people to respond to what divides them and what suits them. (...) As a grammar of style, which is another answer to one of the most beautiful questions of humanity”<sup>27</sup>.

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### Journalistic rhetoric

To quote Dr. W. Kajtoch, “journalistic rhetoric is - next to the church, legal and other types - one of the modern varieties of rhetoric, and therefore <the power of inventing anything that in speech may be convincing> (Aristotle, IV century BC).”<sup>28</sup>. The justifi-

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<sup>23</sup> Arystoteles, *Retoryka dla Aleksandra*, in: : idem, *Retoryka...*, op. cit.

<sup>24</sup> H. Cichocka, J.Z. Lichański, *Zarys historii retoryki...* op. cit., p. 15.

<sup>25</sup> See M. Cytowska, H. Szelest, *Historia literatury starożytnej*, op. cit., p. 85.

<sup>26</sup> M. Meyer, *Wstęp. Dlaczego racjonalna historia retoryki?*, art. cit., p. 5.

<sup>27</sup> Ibid, p. 15.

<sup>28</sup> W. Kajtoch, *Retoryka dziennikarska*, in: *Słownik wiedzy o mediach*, E. Chudziński (ed.), Warszawa-Bielsko-Biała 2009, p. 405



The aim of journalistic rhetoric is to create communication that is broadcasted via different types of media as much attractive as it can be for the target audience. To achieve this goal, the following should be taken into consideration: the preferences of the target audience (pathos); the abilities of the person speaking on behalf of its editorial (ethos); and the attractiveness of the message (logos) - preparation of relevant content that will be shown in the appropriate form.

cation for the use of the word “rhetoric” in the term of “journalistic rhetoric” derives, according to W. Pisarek, from the fact that one of the translations of the same term means - following the course of the Aristotle argumentation- “(...) the art of not only beautiful speech, but skillful (sic) persuasion with the use of words”<sup>29</sup>.

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It is worth noting that Marshall McLuhan’s demands are still relevant here. He also considered the type of medium through which the communication is sent as a kind of message itself. This is illustrated in one of his most frequently used quotes: “the medium is the message”<sup>30</sup>. Useful texts, especially contemporary journalistic texts should maintain close relations with a group of key principles which were used to construct speeches in a way to make them comply with the guidelines of classical rhetoric. They should also be at the same time: instructive - provide an appropriate amount of knowledge; moving - refer to some extent to emotions and the emotional sphere of the audience; correct aesthetically - prepared according to the principles of linguistic correctness, using the appropriate number of stylistic devices<sup>31</sup>. It is necessary that all three

<sup>29</sup> See W. Pisarek, *Nowa retoryka dziennikarska*, op. cit., p. 9.

<sup>30</sup> See M. McLuhan, *Zrozumieć media*, in: *Marshall McLuhan. Wybór tekstów*, E. McLuhan, F. Zingrone (ed.), Poznań 2001, pp. 209-258.

<sup>31</sup> See W. Kajtoch, *Retoryka dziennikarska*, art. cit., p. 405.

criteria were met at the same time because only then there is a relationship between journalism and rhetoric.

The same elements appear both in words and in texts belonging to the mainstream journalistic rhetoric. They are key to the composition of the work<sup>32</sup>. The first of them is invention, in other words, getting basic information about the law - determining its status and key information that will serve as a starting point in the later stages of the work, for example, during the selection of arguments. Here are used one of the oldest rules of construction of journalistic communication, or the principle of 5Ws - Who?, What?, Where?, When? and Why? Obtaining answers to these questions allows the journalist to make his own opinion on the events or phenomena that he is to describe. When he gets to know their nature, he will be able to prepare a draft of his text. If a given text is not confined only to the communication of so-called dry facts, resigning from the nature of the information it will take on a journalistic nature.

Journalistic texts differ from informational texts not only in the length but above all, in the amount of persuasion that its authors use when writing for their target audience. In simple press releases there is no place for entering into any discussion with the reader - by reference only to the rational knowledge, the author omits the consequences that a given information may have in the sphere of feelings and emotions. Information journalism, in its the classical form should be completely free from any blame for transformation into rhetoric, or at least this is how an ideal situation should be.

Journalistic rhetoric is intended to avoid the five failures that people may come across while giving their opinion in media<sup>33</sup>. In the list of symbolic crises, W. Pisarek mentions the fact that no one observes the activities of media people, and among those who have noticed them, nobody listens and does not read their texts. From among readers or listeners no one understands the sender, but if there are those that understand it, there is no one among them that would want to admit that the sender is right. However, what is even worse is the fact that when somebody notices, hears, understands and agrees with the sender, they still do not remember the message. Journalistic rhetoric is to provide the answer to the question of how to address these crises? How to formulate messages not just to attract attention, but - more importantly - to make the sender or the message to be remembered. A different kind of contemporary consumer rhetoric, advertising rhetoric, is facing similar problems.

### Advertising rhetoric

Advertising is using persuasion constantly. One of the simplest definitions of advertising says that it is "an activity designed to encourage potential customers to buy certain goods or use certain services; also: a poster, sign, notice, a short film, and other things

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<sup>32</sup> It is drawn up on the base: W. Kajtoch, *Retoryka dziennikarska*, art. cit, pp. 405-420.

<sup>33</sup> It is drawn up on the base: W. Pisarek, *Nowa retoryka dziennikarska*, op. cit., p. 9.



It seems to many observers of the media that nowadays the most evocative part of the advertisement is its visual image. That is because the visual arts are enjoying a growing popularity, mostly because of the transformations that occur in connection with the use of new media.

used for this purpose<sup>34</sup>.” In “*Słownik wyrazów obcych*” (Dictionary of foreign words) by W. Kopaliński there is no term “advertising”<sup>35</sup>, but it appears in a different, much older dictionary of this type, edited by J. Tokarski, where the term “advertising” is defined as:

“Dissemination of information about the goods, their virtues, values, places and availability for purchase (...) usually using posters, advertisements in newspapers, radio, television, as an incentive to purchase goods or use certain services”<sup>36</sup>.

According to dictionary definitions, advertising is mainly an encouragement to take advantage of the offer and the dissemination of information about the offer. Trade institutions that bring together artists and specialists in the field of advertising and marketing have also tried to define advertising. As T. Sztucki writes, according to the American Marketing Association, “advertising is paid, impersonal communication of information coming from a particular sender, using the mass means of communication to gain desired by the sender favor and exert influence on the addressees, the recipients and the public”<sup>37</sup>. M. Lisowska-Magdziarz gave the definition that very well proves the belief about the same aspects of advertising and rhetoric. She wrote that advertising is “persuasion, encouragement, incitement to the purchase of goods, the use of services, promoting the ideas and attitudes made by the identified sender, for a given amount of money, impersonally - through the mass media (such as press, radio, television, the Internet), or by other means of mass distribution of messages (such as billboards, posters, letters, leaflets, gadgets, etc.)”<sup>38</sup>. As is ap-

<sup>34</sup> *Reklama*, in: *Słownik języka polskiego* PWN, E. Sobol (ed.), p. 826.

<sup>35</sup> See W. Kopaliński, *Słownik wyrazów obcych*, op. cit., p. 428. The word reclamation is used here, which is derived from a similar (to advertising) Latin word *reclamatio*, which means “plea; opposition” and *reclamare*, or “to protest loudly”.

<sup>36</sup> *Reklama*, in: *Słownik wyrazów obcych*, J. Tokarski (ed.), Warszawa 1980, p. 636.

<sup>37</sup> See T. Sztucki, *Promocja, sztuka pozyskiwania nabywców*, Warszawa 1999, p. 49.

<sup>38</sup> M. Lisowska-Magdziarz, *Reklama*, in: *Słownik terminologii medialnej*, W. Pisarek (ed.), Kraków 2006, p. 183.

parent from this statement, advertising is the same as persuasion, convincing people to buy something. The author gives the division of advertising into several groups, taking into consideration its subject matter and the medium in which advertising can be shown. In the thematic classification, there is commercial, political and social advertising<sup>39</sup>.

When reference is made in the memory of one of the modern advertising spots broadcasted on television or the Internet<sup>40</sup>, it is difficult not to agree with the thesis that advertising extremely efficiently uses subtle manipulation in the field of exciting specific feelings and emotions, and also that it efficiently uses persuasion. The purpose of advertising is gaining the favor to the product or service and obtaining the response of recipients of the advertising message, which is in line with sender's expectations. To obtain this response, firstly there is used verbal communication - the important role of verbal communication in the advertising message and the possibility of its use in a diverse and appropriate way, makes the rhetoric and advertising have some common features. As in the case of journalism, it can be said about advertising that it represents one of the contemporary forms of rhetoric.

It seems to many observers of the media that nowadays the most evocative part of the advertisement is its visual image. That is because the visual arts are enjoying a growing popularity, mostly because of the transformations that occur in connection with the use of new media<sup>41</sup>. Although the means and media of the advertising message change (their scope is constantly growing), in the literature there is still an opinion that when it comes to selection of the content, the advertising has not changed for years because it is always based on low instincts, shallow emotions and the same group of associations. This thesis is perfectly illustrated in a short statement given by M. Pietrzak, who writes that "in advertising there are frequently used rhetoric and associations in the field of sex. (...) Today, elements of erotic rhetoric are included in advertising of soups, sauces, wafers, cleaners, and so forth. Why? Because it is addressed to the least demanding recipient, but also unconscious about the use of "rhetorical tricks" or manipulation<sup>42</sup>.

In my view, however, this is a deeply questionable thesis, because an extremely important element of advertising is still verbal communication that first stimulates the intellect of the recipient. Its purpose is not only to invite the viewer to find out about the offer but also to make them feel special. In marketing, there is no place for showing disrespect, contempt or insulting the members of the carefully selected target groups. Why? Because in modern advertising the verbal communication is chosen with almost

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<sup>39</sup> See *ibid.*, pp. 184-185.

<sup>40</sup> See more about the use of video advertising in online social media in: J.C. Levinson, S. Gibson, *Marketing partyzancki w mediach społecznościowych. 126 narzędzi w walce o pozycję w Internecie*, M. Grala-Kowalska, Warszawa 2011, pp. 68-70, 86-91.

<sup>41</sup> Cf. W. Pisarek, *Wstęp do nauki o komunikowaniu*, Warszawa 2008, pp. 146-149.

<sup>42</sup> M. Pietrzak, *Retoryka - narzędzie w twórczej komunikacji. Teatr i film*, Warszawa 2012, p. 23.

surgical precision. Producers know and appreciate the power of words, which is associated with their brand. They select the words used in advertising thoughtfully, carefully and in full awareness of needs and expectations of their customers. In this sense advertising films can be compared to very short rhetorical speeches, many of which are constructed in compliance with the Aristotelian triad of *ethos-pathos-logos*. Very important is the seriousness and authority of the sender (in other words, the producer and the medium that is used to send the message), as well as the audience's needs and opportunities, but much importance is also attached to the construction of the message, the correctness of language and evocativeness of the images.

Given the above, vocabulary message in advertising is important both when it is an advertisement in the form of a video, as well as when the advertising is printed in newspapers, in other words when a still image is combined with printed word.

The advertising catchword is supposed to be an element of marketing that would cause the sender and their product or service to be noticed and remembered. During the construction of a slogan, there are used rhetoric catchphrases and stylistic variety typical of rhetorical texts. The language of advertising slogans is full of the same elements of language that are considered to be persuasive, not only when they are used for marketing purposes<sup>43</sup>.

Sound elements are used to make the message more interesting<sup>44</sup>. It is possible to introduce some modifications to:

- the sound of words, phrases or entire sentences and introduce some changes to the rhythm of speech,
- how the words or entire phrases are written, which in advertising often takes the form of the game of associations,
- phrasemes,
- the syntactic order of expression,
- lexis.
- Often used techniques include:
- wordplay - the creation of adjectives derived from the name of the advertised product or service,
- mixing different styles of expression - creating characters associated with the brand that expresses themselves in a certain way (the most common style of expression of a given character depends on the target group of the advertising message),
- playing with the ambiguity of different words,
- allegories,

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<sup>43</sup> A whole number of examples of persuasive language used in media polemics, including press releases, see W. Pisarek, *O mediach i języku*, Kraków 2007, pp. 312-327; W. Kajtoch, *Retoryka dziennikarska*, art. cit., pp. 416-420.

<sup>44</sup> The material developed on the basis of: W. Kajtoch, *Retoryka dziennikarska*, art. cit., p. 415-420.

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- animalization,
- euphemisms - especially when in advertising it is not possible to avoid talking about unpleasant things to demonstrate the efficacy of the product or service,
- irony - especially in advertising targeted to adults who understand the true meaning of the message hidden under the guise of irony,
- paraphrases.

### Conclusions

The advertising message, specially prepared for distribution through the traditional media, is constructed in such a way that almost every recipient of such media can identify it without any problems. A new form of Internet advertising poses here some new problems, namely the positioning of web pages in Google search engine, or SEO, which lately is gaining more and more popularity<sup>1</sup>. In no way the SEO is marked by the sender, and thus identified by users as a form of Internet marketing, because few people know and understand the way it works. However, other forms of online advertising, such as the use of Google AdWords, allow to read and clearly identify their content as advertisement<sup>46</sup>. It means that persuasion contained in advertising messages as such is visible - advertising uses words that lead to persuasion. It does not matter in what form it is prepared, or with what type of medium it is distributed. Persuasion is part of the essence of advertising, and for the sake of using a word (whose pronunciation may be supported by other elements, for example, an image or music) and the primary goal, which is to convince to the reason or the offer of the message sender, it can be said that there is a relationship between advertising and rhetoric, in other words, there is advertising rhetoric. ■

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### ABOUT AUTHOR:

**dr Magdalena Butkiewicz** – jest pracownikiem naukowo-dydaktycznym w Instytucie Edukacji Medialnej i Dziennikarstwa UKSW w Warszawie. Autorka artykułów o tematyce historycznej, w których - korzystając z dostępnych źródeł - analizuje relacje społeczno-polityczne, zachodzące w największych mocarstwach świata starożytnego. Jej zainteresowania naukowe dotyczą historii powszechnej, historii mediów, public relations oraz nowych mediów i technologii.

KONTAKT: [m.butkiewicz@uksw.edu.pl](mailto:m.butkiewicz@uksw.edu.pl)