

УДК 378

MAJKOWSKA A.
Warsaw Management University**LANGUAGE OF INTERNET ADVERTISEMENT
(ON THE EXAMPLE OF ADVERTISEMENTS OF
HIGHER EDUCATION INSTITUTIONS)**

Internet advertising is a genre of expression belonging to the wider media discourse. According to the oldest Polish definition, advertising is recommending the public, praising the trade objects, products of art, etc., by unusual, eye-catching advert, original posters, brochures, signs and other ways of drawing attention and public interest. Nowadays, the meaning of the term has expanded its borders and refers to the persuasive impact on the customer, in order to attract and persuade them to choose the product being advertised. The structure of online advertising in higher education includes: university logo, header, content, basic information about the university, news from the universities and photo gallery. Online advertising of a higher education institution is information which is connected to a persuasive message. Internet advertising language is used primarily to urge prospective students to choose the advertised university.

Keywords: *advertising, Internet, speech genre, persuasion.*

Internet advertising is a genre of expression belonging to the wider media discourse. Advertising (Latin *reclamo, reclamare* 'response'; *re* 'back, again, opposite' and *clamo, clamare* 'to call') is the information connected with the persuasion communication. Usually, it aims to encourage the purchase or use certain goods or services, supporting specific issues or ideas (e.g. building brand awareness). According to the oldest Polish definition, advertising is recommending the public, praising the trade objects, products of art, etc., by unusual, eye-catching advert, original posters, brochures, signs and other ways of drawing attention and public interest. Nowadays, the meaning of the term has expanded its borders and refers to the persuasive impact on the customer, in order to attract and persuade them to choose the product being advertised.

The structure of online advertising in higher education includes: university logo, header, content, basic information about the university, news from the universities and photo gallery.

A constant and invariable element of every high-school advertisement on the Internet is the logo. It is usually located in the top left point of the persuasion transfer. Its supplement is the information on the college: the address, phone number, fax number, website, address etc.

The next element of advertising is the heading, as far as it is contained in the advertising transfer, it is always found on top of the advertisement. The heading is considered to be the crucial part of the advert; it should be interesting, because it is the first thing that attracts the recipient's attention. The heading as a rule is short, because shorter texts are remembered more quickly. It is original, that is contains attractive and unique text, e.g.:

Natural sciences are subjects of future! (UP) ¹

Studying working gaining. (WSB)

Study for safety. (WSBez)

We go beyond schemes. (EEZ)

Knowledge, Satisfaction, Skills, Success. (WSUS)

Your studies. Your choice. Your Education. (ALL)

Bet on primary investment. (WSZOP)

Masters in practice. (CV)

The heading expresses positive contents, that is brings positive associations and feelings, e.g.:

UWM - studies inspired by dreams. (UWM)

Well educated passion. (UAM)

STUDENTS FRIENDLY COLLEGE! (WWSI)

The heading most often refers to recipient's emotion, shows benefit and takes the form of an order; it is expressive and connected to the rest of the content of the transfer, e.g.:

Choose your key to success! (UMCS)

Study at the heart Cracow! (UPJP)

¹ One used online advertisements of colleges from <http://maturzysta.dlastudenta.pl/>.

In examples the following abbreviations of colleges were applied: AMuz - Akademia Muzyczna im. G. i K. Bacewiczów w Łodzi; AON - Akademia Obrony Narodowej w Warszawie; CC - Collegium Civitas w Warszawie; CV - Colegium da Vinci w Poznaniu; PW - Politechnika Warszawska; PWSZ - Państwowa Wyższa Szkoła Zawodowa w Nysie; SGH - Szkoła Główna Handlowa w Warszawie; SPN - Społeczna Akademia Nauk Łódź; UAM - Uniwersytet im. Adama Mickiewicza w Poznaniu; UEkon - Uniwersytet Ekonomiczny we Wrocławiu; UKW - Uniwersytet Kazimierza Wielkiego w Bydgoszczy; UŁa - Uczelnia Łazarskiego w Warszawie; UMCS - Uniwersytet Marii Curie-Skłodowskiej w Lublinie; UP - Uniwersytet Przyrodniczy we Wrocławiu; UPJP - Uniwersytet Papieski Jana Pawła II w Krakowie; UR - Uniwersytet Rzeszowski; UWM - Uniwersytet Warmińsko-Mazurski w Olsztynie; WAT - Wojskowa Akademia Techniczna im. Jarosława Dąbrowskiego w Warszawie; WSB - Wyższa Szkoła Bankowa w Poznaniu; WSBank - Wyższa Szkoła Bankowa w Toruniu; WSBez - Wyższa Szkoła Bezpieczeństwa z siedzibą w Poznaniu; WSBNZ - Wyższa Szkoła Biznesu i Nauk o Zdrowiu; WSBO - Wyższa Szkoła Bezpieczeństwa i Ochrony im. Marszałka Józefa Piłsudskiego w Warszawie; WSE - Wyższa Szkoła Europejska im. ks. Józefa Tischnera w Krakowie; WSUS - Wyższa Szkoła Umiejętności Społecznych w Poznaniu; WSZ - Wyższa Szkoła Zarządzania „Edukacja” we Wrocławiu; WSZOP - Wyższa Szkoła Zarządzania Ochroną Pracy w Katowicach; WWSI - Wrocławska Wyższa Szkoła Informatyki Stosowanej „HORYZONT”.

Arrange puzzles of your career. (WSBNZ)

The fundamental content of an advertisement has persuasive character and refers to the main objective of the sender, that is conviction. Persuasion is a calque of the Latin word *persuasio* meaning *conviction, faith, appeasement, opinions, prejudice, gentleness*. Etymologically it comes from the Greek verb *persuadere*, that is *to induce, to incline, to try to convince, to advise, to encourage, to explain something to somebody, to believe, to calm, to mitigate, to attract, to withdraw, to charm* etc. The usage of persuasion means a difficult to describe synthesis of intellectual, moral and emotional components (elements) of speech directed to the mind, will and feelings of the addressee. You can point to some basic conditions that must be met by the sender for persuasion to take place at all. Firstly they must have psychological intuition, because persuasion must conform psychical demand of the addressee, furthermore, the sender must gain confidence of the recipients. The second condition, which must be fulfilled by the sender, is logical efficiency, where he/she creates conditions in which every aspect can be subjected to intellectual considerations, thanks to suitable argumentation. The last condition is integrity and compliance with moral principles by the sender. This is connected with clear intention towards the recipient and not applying of unethical methods. The online advertising can be divided into convincing persuasion and urging (otherwise known as propaganda). Persuasion of convincing consists of fair and transparent intentions of the recipient, which vary in deciding where the sender only tries to convince him/her to their case, e.g.:

Their place can be found here by both those interested in the humanities and social sciences, as well as those who would come into contact with the most modern equipment in laboratories in the field of natural sciences like physics, biotechnology and nanotechnology. In Europe, in Rzeszow study the most students per capita! The cost of living in our city are not high, so you should take this into account when selecting the study. (UR)

WSBiO classes are taught by highly qualified scientific - didactic staff. Our lecturers come from different academic centers and have extensive practical experience, which translates into the quality of education and prepares students to perform socially important roles in their professional life. In 2014 "University of the Year". (WSBO)

The headquarters of the University is located in a historic palace at 32 Gdańska street. The Academy also has two new buildings with modern infrastructure - Regional Centre of Culture, Education and Documentation

of Music and Concert Hall connected directly to the Students House. The school trains students in nearly 70 disciplines. Recently, it offers studies in the disciplines of jazz, film music composition, choreography and vocal entertainer. (AMuz)

Persuasion of coercer is to acquire as many followers. It is based on a conscious impact on the recipient. The basis of persuasion is to rely on authority and didactic arguments e.g.:

The academy [...] **belongs to leading musical colleges in Poland.** (AMuz)

The college [...] is a private institution, **working under the auspices of Polish Academy of Sciences, located in the Palace of Culture and Science.** (CC)

The college [...] **is a leading, in Wielkopolska region, higher education institution which, in cooperation with business environment, guarantees complex start into the professional life of its students.** (CV)

The advantage of the college is the close cooperation with the Clark University (USA), thanks to which students can - parallel to Polish studies - obtain the American Master diploma. (SPN)

Persuasion takes place across figures of speech, that is such linguistic procedures which are supposed to intensify picturesqueness of the transfer, as well as its emotionality.

The figure of speech which dominated the language of advertising is hyperbole. The hyperbole, otherwise the exaggeration, relies on intentional exaggeration of some features of objects, in this case the institution referred. This type linguistic procedures has a character persuasion, based mainly on amplification. Amplification is the method of underlining, accentuation, emphasizing and magnifying of some contents e.g.:

The academy [...] is a civil college training professionals, who then find employment at the sea and on the land - according to the latest statistics the world fleet needs right away 40 thousands specialists, and this number may increase within the next few years. Graduates are **people perfectly prepared to requirements of the job market** – with good command of English, modern technological knowledge. We educate wanted specialists! (AMor)

The school [...] - **the oldest and the most prestigious college** of economy in Poland, its history reaches 1906. SGH graduates find job, among others in banks, financial institutions, consultancy firms and multinational corporations. (SGH)

The university, meeting the expectations of candidates, leads most attractive faculties, both full-time (day studies) and part-time (weekend studies) - Automatics and Robotics - IT - Tourism and Recreation - English and German Philology. **We are perceived by our students, their parents, lecturers and outstanding specialists in the field as the best College on Lower Silesia.** (WWSIS)

Metalepsis also appears in the online advertisement with high frequency, which is a figure of speech that uses the synonym. In newspaper advertisements appear synonyms for the word *the college*, e.g.:

The State Higher School [...] established in 2001 is a dynamically developing **cultural-scientific center**. **The institution** has 9 didactic buildings, the dormitory and two sports halls with the total area above 20 thousands m². The structure of **PWSZ in Nysa** create 11 Institutes, the Department of Basic Sciences, the Department of Foreign Languages and the Department of Physical Education. (PWSZ)

MILITARY TECHNICAL ACADEMY [...] is a **military, academic technical higher education institution** operating since 1951. As **the public college** supervised by the Defense minister, **the Academy** educates students and carries out scientific research. **Military Technical Academy** offers first-degree studies (engineer/ licentiate), second-degree (masters), third degree (doctoral), postgraduate studies and advanced training courses as well as foreign languages. (WAT)

The academy [...] is a **civil-military institution** preparing commanding and managerial personnel for needs of armed forces and civil workers for safety systems of the state. (AON)

The next, often used figure of speech is the parallelism. It relies on repeated use of the same word or its synonym. The procedure of repetition strengthens the emotional value of the statement, gives it stronger emotional meaning. Repetitions exhibit linguistic exponents of emotions, they also serve the purpose of accentuation of transferred contents, e.g.:

We educate lawyers, economists, financiers, businessmen, workers of the administration, politicians and diplomats to whom we provide the highest level of education, connecting solid theoretical knowledge with practical classes. **We educate** in Polish and in English, and thanks to the British accreditation **we** enable our graduates gaining two diplomas - The Lazarski college and the Welsh University. **We** attach great importance to ensure that our programs of study were starting blocks for a career. (UŁaz)

The language of online advertising of higher education institutions serves the purpose of persuasion and takes the form of information, sometimes supported by the description. One of the three basic functions of advertising is to inform. Information is always closely linked to persuasion. Information in these commercials is often supported by description. Description contains the contents of a positive evaluation, as well as emotional, it revolves around such properties that the sender will consider adequate and good. Description in the advertisement is based on prominence of the best features and imaging it in the most idealized way, e.g.:

The university [...] is biggest one in south-eastern Poland which has been developing dynamically over the last years. Their place can be found here by both those interested in the humanities and social sciences, as well as those who would come into contact with the most modern equipment in laboratories in the field of natural sciences like physics, biotechnology and nanotechnology. In Europe, in Rzeszow study the most students per capita! The cost of living in our city are not high, so you should take this into account when selecting the study. (UR)

The language of higher education online advertising is dominated by the image, mainly photography, but also the font and color. The sender of the advertisement publishes photos of college buildings, halls, recreational facilities, university etc. and above all, of people. Most often these are people of a similar social profile to the recipient, or college students, but also the university authorities, lecturers, administrative staff, etc. In the text the sender uses a simple font, legible, simple and uppercase letters. Important in online advertising seem colors, with the dominant color: white, blue, green, red and black.

Online advertising of a higher education institution is information which is connected to a persuasive message. Internet advertising language is used primarily to urge prospective students to choose the advertised university.

Bibliography

1. Bajer D., Język mediów. Specyfika komunikatu medialnego w prasie, radiu i telewizji, [w:] red. W. Krzezińska, P. Nowak, *Studia nad językiem, informacją i komunikacją*, Poznań 2003, s. 41-49.
2. Bajka Z., Reklama w mediach, [w:] Z. Bauer, E. Chudziński, red., *Dziennikarstwo i świat mediów*, Kraków 2000, s. 374-388.
3. Bartmiński J., Niebrzegowska-Bartmińska S., *Tekstologia*, Warszawa 2009.
4. Blum-Kulka S., Pragmatyka dyskursu, [w:] red. T. A. van Dijk, *Dyskurs jako struktura i proces*, Warszawa 2001, s. 214-241.
5. Bralczyk J., Manipulacja językowa, [w:] Z. Bauer, E. Chudziński, red., *Dziennikarstwo i świat mediów*, Kraków 2000, s. 244- 250.
6. Dobek-Ostrowska B., *Podstawy komunikowania społecznego*, Wrocław 1999.
7. Gajda S., Media – stylowy tygiel współczesnej polszczyzny, [w:] red. J. Bralczyk, K. Goban-Klas T., *Media i komunikowanie masowe. Teorie i analizy prasy, radia, telewizji i internetu*, Kraków 1999.
8. Heath R., *Ukryta moc reklamy. Co tak naprawdę wpływa na wybór marki?*, przeł. A. Nowak, Gdańsk 2006.
9. Kienzler I., *Leksykon marketingu*, Warszawa 2008.
10. Korolko M., *Sztuka retoryki: przewodnik encyklopedyczny*, Warszawa 1998.
11. Lausberg H., *Retoryka literacka: podstawy wiedzy o literaturze*, przeł. A. Gorzkowski, Bydgoszcz 2002.
12. Lewiński P., *Obraz świata w reklamie*, [w:] A. Dąbrowska i J. Anusiewicz, red., *Językowy obraz świata i kultura*, Wrocław 2000, s. 205-213.
13. Lewiński P., *Retoryka reklamy*, Wrocław 1999.