

E-BRANDING OF SELECTED CAR BRANDS. PRAGMALINGUISTIC ANALYSIS

mgr Róża Klimczak

Summary

At the centre of the considerations in this dissertation is branding, or the process of creating and consolidating a positive brand image in the minds of consumers. The basic goal set in the dissertation is an attempt to describe pragmalinguistic aspects of e-branding on the example of remittances concerning three car brands: BMW, Toyota and Mercedes-Benz. The choice of the genetic model of text analysis by Maria Wojtak as a research method enables the implementation of the second goal, which is to define the characteristics of the branding entry as a genre of expression. The material basis includes 2674 entries, published in 2016-2017 on the official profiles of selected brands on the social networking site Facebook. The dissertation consists of a theoretical and methodological chapter, four research chapters and an ending.

The first chapter begins with the presentation of issues related to branding from the theoretical side, including a reference to the etymology of the term and definition proposals. The continuation of the discussion is to discuss the concept of *the brand* - presentation of the knowledge model about the brand proposed by Kevin L. Keller and the introduction of significant issues related to the brand, ie: values, functions performed and consumer loyalty to the brand. A separate subsection is devoted to discussing the issue of advertising understood as an element of the strategy of creating the brand image. A reference to the functions and goals of advertising and the mechanisms of its operation is the introduction to the comparison of branding and advertising act in the empirical part of the dissertation. The last section discusses the specifics of e-branding activities implemented via social media, including the presentation of general claims regarding marketing communication, social marketing and the social networking site Facebook.

In the next chapter of the dissertation a reference was made to the assumptions of the adopted methodology, including the definition of the species relevant from the point of view of the analyzes carried out and the collected material basis. The stages of the genological analysis of the text have been distinguished, i.e. description of particular

planes of the genre: structural, pragmatic, cognitive and stylistic. In the course of further considerations, the literature on the subject of pragmalinguistics, the subject of which is a car, is presented.

The third chapter, devoted to the structural aspect of the branding entry, begins the empirical part of the dissertation. This chapter discusses the construction of an entry, including the division into verbal and visual segments. As part of the description of the verbal segment, reference was made to the issues of the text frame, presenting the initial and final expressions in the collected material basis, and the optional elements of the entry were specified, i.e. Internet addresses of pages recommended by the brand, additional information about the car model or the author of the photo and hashtags. Then, the types of materials appearing in the visual segment were characterized - photos, video and forms of visual communication typical of the digital environment - and the relations between picture and text in the analyzed entries were discussed. To this end, reference was made to the assumptions of the multimodal text proposed on the basis of media linguistics, including the concepts of *elaborations* and *extensions* in accordance with the understanding adopted by Hartmut Stöckl. As part of the elaborative relationship of linguistic text and images, two subtypes have been distinguished, in which the contents expressed by both codes are in the relation of compatibility / similarity or complementarity. Variants of an extensive relation of linguistic text and image are segments in which language text or image brings new information / meaning.

The next chapter contains considerations regarding the pragmatic plane of the branding entry. The characteristics of the communication situation of the genre were taken into account, especially the specificity of the transmission channel, which determines the transceiver relations of the analyzed messages. Next, four types of the sender of the brand promoting entry (primary, secondary, metaphorical and indirect) and three types of recipients (primary, secondary and intermediate) were distinguished. A separate part of the considerations is an attempt to explicate the branding entry as a speech macro, in reference to the explication of the advertisement by Katarzyna Skowronek, as well as the presentation of elementary speech acts occurring in the collected material basis.

The fifth chapter attempts to describe the cognitive plane of the branding entry, starting with the definition of the subject and methods of its presentation. Considerations devoted to the creation of the image of the world in the entries include:

description of the points of view and perspectives of presenting the car and brand in the collected texts and reconstruction of the car image and the image of the recipient. In the analytical part concerning the car image, textual realizations were presented, representative for the material basis metaphor A CAR IS A LIVING ESSENCE along with the submetaphors - A CAR IS WILD ANIMAL and A CAR IS A PERSON.

The last chapter of the empirical part is devoted to the characteristics of the stylistic plane of the entry. In the course of the analysis, linguistic exponents of Polish varieties appearing in the collected branding entries were distinguished. The following registers were in the center of interest: official, scientific, colloquial and artistic. Multifilicity was considered a distinctive feature of the stylistic plane of the branding entry as a genre of expression.

The dissertation ends with a summary in which conclusions from the conducted analyzes were presented and an offer was suggested, to continue discussing the issues raised in the doctoral dissertation.

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Joie
Klimowicz