

PERSUASIVE TEXTS AS AN OBJECT OF LINGUISTIC REFLECTION

Rhetorical theory and practice underscores the pragmatic component of the communication process. The point of departure is the assumption that a text has a specific purpose, which the speaker attempts to achieve. Also in the case of texts which do not perform a primarily persuasive function it seems justifiable to apply analytic methods of rhetoric, since they enable a complex investigation of various aspects of success-oriented communicative language use, obviously including argumentation structures.

Within the act of communication, the relationship between the interlocutors has its own dynamics, determined and shaped by conversational partners. The 10-condition model by Searle, which makes it possible to establish if a speech act was successful or unsuccessful, emphasizes the role of the recipient as a partner in the communicative act who should not only understand and accept a correctly formulated utterance, but also positively respond to the speaker's intention. In this context, the persuasiveness of speech acts is an obvious component of the structure of the reception and processing of linguistic products.

The authors of the papers in the present volume have made an effort to interpret the primarily persuasive texts from the domains of political and advertising communication, with the application of linguistic analytical procedures.

Joanna Golonka describes the verbal advertising strategies applied in Polish and German commercials in order to respond to the wishes and needs of potential buyers, or to stimulate their emergence. In linguistically observable, though simultaneously covert ways, advertising awakens desires for specific products, seduces the recipient with verbal and non-verbal strategies, which allude to so-called symbolic values, which are perceived as self-evident within a specific culture group.

There are situations in which a recipient is persuasively prompted to accept unpleasant decisions, which also threatens his or her negative face. Joanna Szczęk analyzes various kinds of rejection letters and makes an attempt to characterize this text type and the kinds of official letters functioning within this framework.

The authors of three further articles in the present volume deal with political texts, in particular with political speeches, which form the traditional area of

interest of *ars rhetorica*. Wolfgang Mieder analyses the proverbial rhetoric in Martin Luther King's sermons, speeches and books, which directly or indirectly point to the Bible as their source. Its role as a significant element of the structure of the argument is undisputed.

Justyna Rudnicka and Przemysław Staniewski have made an attempt to apply the methodology of the Theory of Mental Spaces to the analysis of Cicero's first speech against Verres. This enables the authors to formulate a theory-based interpretative hypothesis regarding the purposefulness of the technical solutions chosen by the speaker.

As an object of his scholarly reflection, Manfred Kienpointner has chosen the speech by Emma Goldman from 14th June 1917 against compulsory conscription in the USA. The author not only offers an analysis of the argumentative structure of this speech but also describes its stylistic peculiarities and so-called strategic manoeuvres as generally successful persuasive strategies.

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