

# Linguistic Self-Promotional Elements in “Wiadomości” TVP1: Comparative Analysis in the Period of 2015-2019

**Krzysztof Kaszewski**

University of Warsaw

k.kaszewski@uw.edu.pl

ORCID: 0000-0002-8789-2405

## ABSTRACT

**Scientific objective:** The aim of the paper is to present whether the linguistic self-promotion of “Wiadomości” [“The News”] in 2019 differs (intensity, content) from the self-promotion in 2015. **Research methods:** Linguistic profiling method derived from the study of the linguistic picture of the world, adapted to the analysis of media material, have been used. **Results and conclusions:** The intensity of self-promotion in TVP1’s “Wiadomości” in 2014-2015 and in 2019 is comparable, however, there are qualitative changes (stronger exposure of relationships with others, especially belonging to the nation; an increase in the number of statements organizing the message, which are also a form of self-promotion; emphasizing the relationship between “Wiadomości” and Telewizja Polska; a decrease in the number of elements regarding gaining information and redirecting the viewer’s attention). **Cognitive value:** The paper broadens knowledge about the self-promotion of the media, the impact of external factors on the linguistic shape of media coverage and shows a new tool useful for researching linguistic pictures of the world in the media.

## KEYWORDS

self-promotion, language, linguistic profiling, television, “Wiadomości”



In a free market economy, self-promotion is an important component of media coverage, and it is also present where the recipient does not expect it, e.g. in news reports, which remain an important part of the offer of media broadcasters.

The scientific objective of the paper is to characterize linguistic self-promotional elements in TVP1's “Wiadomości” [“The News”]. Research materials were divided into two groups: one from 2014-2015<sup>1</sup> and the other from 2019. For both parts of the body, self-promotion was characterized in terms of quantity (intensity of the phenomenon) and quality (what and how the media broadcaster says about itself). The method of linguistic profiling related to the study of linguistic pictures of the world was used to reconstruct the image of TVP's program.

### **Self-Promotion of the Media in News Reports**

Self-promotion of the media is defined as “all marketing operations of a promotional nature which utilize the potential of one's own radio and television broadcasts or press/website space, where the carrier of the content, the product being promoted and the promoting medium belong to the same owner, and the activities are undertaken only within that medium” (Jupowicz-Ginalska, 2013, p. 94). Self-promotional activities have two basic types: the first type that promotes sales (focused on directly increasing the profit achieved through the product) and the second that promotes an image (which aims to shape the awareness of the recipient—building and consolidating the desired image about the media product, mainly positive associations); only the latter is the subject of this study.

An important parameter of self-promotion is the degree of openness. Open self-promotion includes advertisements, previews, broadcaster's announcements, and many other messages recognized as self-promotional by the audience and regulated by law (primarily the amended Radio and Television Act). In addition, discreet self-promotion also functions in the media, e.g. in the form of small linguistic elements woven into various messages of a given broadcaster or capital-related media. This is a PR content, the use of which is not regulated by law, and during the reception it is often not seen as a promotion. Such elements are not intended to attract attention, but to interact through systematic and long-term reproduction. They appear in messages in which the legislator does not allow for public promotion and in which the recipients do not expect such content, e.g. in news reports.

Linguistic self-promotional elements in news broadcasts in the press, on the radio and television were extensively discussed in *Media o sobie [Media on Media]* (Kaszewski, 2018). Based on analyzes of the most popular nationwide newspapers, radio services, and television programs, it has been shown in the book that the activities discussed are numerous, quite diverse, and readily exposed in the news. Important conditions for discreet self-promotion, in addition to individual editorial strategies, were: the genre of the message (here: informational genres); type of medium (press, radio, television); institutional features of the media broadcaster (including form of ownership: public/private, market position: weakening—stable—growing, strength of the competition); standard recipient.

### **Scientific Objective and Methodology**

The main purpose of the paper is to examine whether the self-promotion of “Wiadomości” in 2019 differs (intensity, content) from the self-promotion in 2015. The news program of Jedyńka

<sup>1</sup> Since only 20% of the first part of the material comes from 2014, the year 2015 will appear in the paper.

(TVP1) was selected for the comparative study due to the fact that since 2015 it has changed a lot in terms of editorial office structure and content. In this situation, it is interesting to look at whether the new authorities and the editors of the texts emerged new ways of self-promoting of the program.<sup>2</sup>

It was decided that the best method for this study was the method of linguistic profiling, related to the study of the linguistic pictures of the world. It was assumed that each of the languages and cultures present reality in its own unique way, differently categorizing, describing, interpreting, and evaluating things. The attributes assigned to a given object by a given community do not have to be objectively (scientifically) important, they are more often stereotypical attributes, i.e. “repetitive, stabilized properties of a typical object belonging to a given category” (Bartmiński, 1993, p. 83) or associative, based on the experience of an ordinary person. All socially fixed images of an object are called a base concept (or stereotype) or an imagistic, experience base.

Profiling<sup>3</sup> is a linguistic and conceptual procedure based on the selection and hierarchization of data contained in the base concept. In each of the profiles, depending on the adopted point of view, type of rationality and hierarchy of values, some features of the object of imaging are exposed, while others are marginalized or omitted (Bartmiński, 2006, p. 99). As a result of such reconfiguration of features, a profile is created, i.e. a subjectively relativized variant of the image of the object.

The number of possible profiles for a given concept is unlimited. Relations between individual concept profiles may have a different character (Niebrzegowska-Bartmińska, 2015, p. 40–41), but they are usually complementary. Individual profiles may also change over time (Bartmiński, 1998).

During profile reconstruction, special attention is paid, among others on what appears in the texts, as follows:

- a) methods of linguistic indicating of the object—common and / or proper names used;
- b) the relationship between object names and other terms, primarily: hypernymy, hyponymy, synonymy, oppositions, and collections (with which it is exchanged);
- c) aspects (facets)—general categories grouping features of a particular type, e.g. [appearance], [actions], [place of occurrence], [content], [functions] etc.; similar concepts have similar facets;
- d) standard content filling individual facets.

The application of the described methodology for media research is based on the observation that the broadcaster (here: “Wiadomości”) displays some information about itself in its messages, while other information is marginalized or omitted, and thus the broadcaster creates its self-promotional profile. As a self-promotional element, I understand a word, a combination of words (ad hoc or stabilized formation) or an entire statement that:

- a) refers to a given media broadcaster or its product, to another broadcaster belonging to the same ownership group or its product, or possibly to a community including a media broadcaster;

<sup>2</sup> Any changes observed may undoubtedly result from many factors at the same time, however, changes in editorial office structure should be included in the basic reasons for language and substantive changes of the program.

<sup>3</sup> I discuss and apply the method of linguistic profiling as understood by Jerzy Bartmiński and other researchers from the Lublin school, but I do not deal with profiling in accordance to Ronald Langacker’s approach. Similarities and differences in both approaches of profiling, cf Majer-Baranowska, 2004.

- b) does not directly relate to the main subject of the message (related to a specific event);
- c) is to make the recipient think about the broadcaster in a certain way, desirable in terms of marketing (most often it is about positive evaluation).

Examples of elements considered as self-promotional under the above criteria can be seen below (dates given in square brackets):

- (1) And shortly in “Wiadomości”—an indictment in the case of the railway disaster near Szczekociny [12-4-14]
- (2) Today we have found the answer to one of the most interesting questions about the government. We even know much more than just who will be the successor of Iwona Sulik. We will get back to you shortly [2-3-15]
- (3) Our team’s rival will be the team of Northern Macedonia [6-7-19]

In the example (1) the proper name “Wiadomości” appeared, in the example (2) there were personal pronouns and verbs “we have found,” “we even know,” “we will get back to you” referring to the media broadcaster, and in example (3) there is pronoun “our”, regarding the media broadcaster and all other Poles (i.e. emphasizing that the broadcaster belongs to the nation). In each quoted statement, information about the world can be conveyed without resorting to language forms directly indicating the media broadcaster. Their appearance is therefore not substantiated, but is primarily intended to remind the audience of the medium and show it in a favorable light; consolidating the brand name and building positive associations with the broadcaster are typical of image self-promotion. The differences in the number and in the content of such elements in the media messages of broadcasters indicate that it is an intentional and conscious activity (Kaszewski, 2018).

### **Research Material: TVP1’s “Wiadomości” in 2014-2015 and in 2019**

“Wiadomości” is the oldest Polish news program and showcase of TVP public television. Main broadcasting time—7:30 p.m. is a symbol and archetype of the news for many recipients.

“Wiadomości” in 2015 and 2019 clearly differ. This is due to the fact that the public broadcaster depends very much on political changes in the state. The editorial staff of TVP (on and off the air) usually changes after the elections in connection with the taking over of power by the winning political party. As *Dziennik Telewizyjny* [Television Journal] was a propaganda machine in the Polish People’s Republic (Godzic, 2010, p. 82), so now TVP public television can easily become an advocate and promoter of the ideology of the ruling party (Hordecki & Piontek, 2010).

After the parliamentary elections won by *Prawo i Sprawiedliwość* [Law and Justice] in 2015, the management board of *Telewizja Polska SA* has changed—Jacek Kurski became the new CEO, and the editorial offices of news programs have changed as well. A comparison of selected features of “Wiadomości” in 2015 and in 2019 can be seen in Table 1.

Over the past four years, the editorial and production staff of “Wiadomości” has changed fundamentally: editorial management, leading the main issue, as well as most reporters. Moreover, the graphic design of the program has been changed (including the intro and the set in the studio), and the newscast’s structure has been modified (the conversation with the guest was extended at the end of the program). The most important differences, however, relate to the selection and presentation of the topics, as well as the language used. In relation to “Wiadomości” after 2016, there were allegations of unreliability (omission of selected information, distortion of political and social reality) and a lack of objectivity consisting mainly in spreading pro-government propaganda messages. Negative evaluations of the language of the program appeared, among

Table 1. Selected Features of “Wiadomości” in 2014-2015 and in 2019

	“Wiadomości” in 2014-2015	“Wiadomości” in 2019
Main editor	Piotr Kraško	Jarosław Olechowski Danuta Holecka
News anchor	Piotr Kraško Beata Tadla Krzysztof Ziemic	Michał Adamczyk Danuta Holecka Edyta Lewandowska
Share (SHR), 4+ age group	24,6%	19,7%
Average Minute Rating (AMR), 4+ age group	3,4 million	2,7 million

Source: Own study based on [wirtualnemedial.pl](http://wirtualnemedial.pl).

others in the report prepared by the Polish Language Council for the Sejm of the Republic of Poland (Kłosińska, Zimny, & Żukiewicz, 2018) and in the report prepared by the John Paul II University in Kraków on behalf of the National Broadcasting Council (KRRiT). The program’s viewership decreased, which usually leads to an increase in the broadcaster’s self-promotion (Dzierżyńska-Mielczarek, 2013, p. 61).

For the purposes of the paper, 10 newscasts from December 2014 to April 2015 and 10 newscasts from April 2019 to October 2019 were examined and compared.<sup>4</sup> The examples were written following the principles of spelling and punctuation.

### Intensity of Self-Promotion in “Wiadomości”

Basic quantitative data on the phenomenon studied are presented in Table 2.

Table 2. Self-Promotion Intensity in “Wiadomości” in 2015 and 2019

	“Wiadomości” in 2015	“Wiadomości” in 2019
Total time of 10 news services	4 hours 13 minutes 32 seconds	4 hours 53 minutes 56 seconds
Average time of one news service	25 minutes 21 seconds	29 minutes 24 seconds
Total number of self-promotional elements	184	188
Average number of self-promotional elements in one minute of a news service	0,73	0,64

Source: Own study.

The total number of self-promotional elements analyzed in “Wiadomości” in 2015 and in 2019 was similar. However, since news services in 2019 were noticeably longer than the ones in 2014-2015 (on average by about 4 minutes, i.e. 15-16% of duration), it can be assumed that self-promotional elements appeared more often in the programs in 2015—this is shown by the average number of analyzed elements in one minute of a news service. However, the difference in intensity of self-promotion remains relatively small.

<sup>4</sup> The newscasts from 2014 and 2015 were taken from the same research material on the basis of which monograph entitled *Media o sobie* was prepared, but the research sample was different (10 newscasts instead of 16), matched to the sample from 2019.

## Self-Referencing Methods

The material examined all language forms directly indicating the analyzed program, its editing, home channel, etc. The examples found represented four methods of self-referencing: proper names or combinations of common nouns and proper names (e.g. “Wiadomości” or TVP journalist), verbs with the first-person plural subject (e.g. “we found a man,” “we reached the recordings”), pronoun “we” (e.g. “we have managed to reach...”; “we still have...”), possessive pronoun “our” (e.g. “according to our information,” “our reporter”). The frequency of using above-mentioned methods in 2015 and 2019 is presented in Table 3.

Table 3. Frequency of Using Four Basic Self-Referencing Methods

Self-Reference	“Wiadomości” in 2015	“Wiadomości” in 2019
Proper name or a combination of a common noun and a proper name	25%	31%
Verbs and the first-person plural subject	46%	39%
Pronoun “we”	15%	13%
Possessive pronoun “our”	14%	17%

Source: Own study.

Quantitative data show some differences between the two periods examined. First, the number of uses of proper names and (to a small extent) possessive pronoun “our” increased, while the number of verbs and the first-person plural subject dropped as well as the pronoun “we.”

A qualitative analysis of the examples shows that the most important change was that in “Wiadomości” in 2019, the name of Telewizja Polska was more often referred to, e.g.

- (4) The event will be reported by Telewizja Polska [8-28-19]
- (5) Adam Bodnar did not stand up for the attacked TVP journalists, he defended a man suspected of the brutal murder of a ten-year-old from Mrowiny [8-22-19]
- (6) [...] TVN, which ignored the truth, was acquitted, and Telewizja Polska, although it provided some information, was convicted [10-3-19]

“Wiadomości” in 2019 more clearly emphasized that they were part of the offer of Telewizja Polska, more clearly emphasized the overall nature of the activities of this broadcaster. This may be considered as one of the evidence that public television in 2019 has become in many ways much more unified, losing the asset of a diversity of perspectives. It was also more eagerly presented as an object of attacks and injustice, as in example (6).

In “Wiadomości” in 2015 there were extremely rare self-promotional elements referring to the home channel (Program Pierwszy Telewizji Polskiej) and to the entire institution (Telewizja Polska). Almost all attention was directed to the name (and brand) of “Wiadomości,” the only other proper name with a noticeable frequency was TVP Info, thanks to regular encouragement of viewers to switch to this channel after the news on Jedyńka.

When analyzing how the media broadcaster promotes and reference itself, it is also worth paying attention to the proportions of exclusive (indicating only the broadcaster) and inclusive forms (indicating the broadcaster and recipient). Third-person singular forms directly naming the media broadcaster are indisputably exclusive. First-person plural forms can be either exclusive

or inclusive, which can usually be determined on the basis of semantic and formal analysis of the message, context, and general knowledge of the world,<sup>5</sup> e.g.:

- (7) We have asked many times, finally the Member replied, in a devious manner, actually not about the topic we have asked about... [12-18-14]  
 (8) Both convoys would cross our border in April and this event is very controversial [4-14-15]

In the example (7), the form “we have asked” concerns only the media broadcaster, because it indicates a typical journalistic activity related to a public figure who performs an important function (MP). In turn, in example (8), pronoun “our” certainly indicates not only the medium, because it is obvious that the borders refer to the state.

The frequency of exclusive, inclusive, and neutralized forms in the analyzed material is shown in Table 4.

Table 4. Frequency of First-Person and Third-Person Self-Referencing in “Wiadomości” in 2015 and in 2019

Self-Reference	“Wiadomości” in 2015	“Wiadomości” in 2019
Third-person singular and plural	25%	31%
First-person singular and plural	74%	64%
Exclusive	41%	25%
Inclusive	59%	75%
Neutralized forms of first-person singular and plural	1%	5%

Source: Own study.

After four years, the frequency of third-person singular forms (i.e. proper names and their combinations with common names<sup>6</sup>) increased significantly. In 2015, they constituted 1/4 of the examples, in 2019—nearly 1/3, which is closely related to the changes shown in Table 3. The significant, however, are changes in the proportion of inclusive and exclusive forms—in “Wiadomości” in 2019, as many as three-quarters of the examples are forms indicating at the same time the broadcaster and recipient, while earlier such forms were less than 60%. In 2019, the news program is therefore much stronger trying to show the existence of a bond between the media broadcaster and its direct recipients—and the entire Polish society.

### Activated Facets and Contents Filling Them

According to Stanisława Niebrzegowska-Bartmińska, the facet (aspect) of the image is “a bundle of features that makes up the explication, discovered by analyzing the material, not imposed from the outside, but also treated as a material organizing grid and facilitating the comparison

<sup>5</sup> There were also first-person forms in the material, for which it is not easy to determine whether it is only about the broadcaster, about the group including the broadcaster and others (sometimes it is seen that it is a group, but with an unclear composition), or is it a form that is semantically neutralized in terms of a person. Such elements have great persuasive potential.

<sup>6</sup> It can be assumed that the forms of common nouns and proper names are the third-person singular forms as a classifying category (Grzegorzczkowska, Laskowski, & Wróbel, 1998, p. 198).

of descriptions” (2015, p. 32). Therefore, individual aspects of the image are also categories that collect examples related to similar content.

Table 5 indicates exactly what aspects and with what frequency occurred in “Wiadomości” in 2015 and in 2019.

Table 5. Aspects of Self-Promoting in “Wiadomości”

Aspect	“Wiadomości” in 2015	“Wiadomości” in 2019
Relations with others	44%	53,2%
Locator	19,6%	10,6%
Actions	15,8%	12,2%
Mental states	4,9%	3,7%
Owned items	3,3%	1,1%
Object	3,3%	13,8%
Others	9,2%	5,3%

Source: Own study.

As for the set of aspects of the self-promotion, all facets activated by the above-mentioned examples in 2015 also appeared in the study, although usually with a different frequency of occurrence. As for the facets hierarchy, the most common category (“relations with others”) and the third in order (“activities”) repeated in both periods, while the facets second in frequency were different—in 2015 it was “locator” four years later—“object.”

The observed differences in the faceted structure of the compared self-images allow the author to claim that self-imaging of “Wiadomości” is a deliberate and conscious activity, not a copy of the conceptualization permanently inscribed in the Polish language and in the users’ minds.

The rest of the paper will discuss in greater detail the most common (i.e. most typical) content related to facets most frequently used in 2015 and / or 2019.

The “relations with others” category was activated by those elements that explicitly or subconsciously indicated the existence of a specific relationship between the media broadcaster and other people or groups of people. The indicated relationship may be of different nature: be short-lived (situational, e.g. lasting as long as the verbal interaction lasts), long-term or permanent; real or created. It is always implemented by inclusive, verb or pronoun forms (we, ours). Research from 2015 showed that this is the most important category for the media broadcaster. This state confirms the observations of many researchers that one of the main goals of contemporary media is convincing the audience, how much they connect with the broadcaster and how close they are with it (Stachyra, 2008, p. 72; Kępa-Figura, 2009). In 2019, the frequency of elements referring to this aspect increased even more—they accounted for more than half of the examples.

The multitude of occurrences of this aspect favors its internal differentiation. The largest part of the examples suggested that the media broadcaster belongs to Polish society:

- (9) There are opinions that the profanation of the Miraculous Image, which is strongly associated with our history, committed at Jasna Góra was no coincidence [5-7-19]
- (10) We are only hours away from the great military parade [8-14-19]
- (11) However, we have already won in these eliminations. After 1-2 win against Austria in Vienna, we have beaten Latvia at the National Stadium. Thanks to this we have remained on top of our qualifying group. However, Macedonians lost only two points [6-7-19]

“Our” (9), “we” (10), “we have already won,” “we have beaten,” “we have remained” (11) could be replaced in the quoted statements by one of the terms: Poland, Poles or Polish, but then the signals of the relationship between the media broadcaster and the audience would disappear. Here, verbal and pronoun forms are implemented by *pluralis benevolentiae*, i.e. unifying WE (Wasilewski, 2006, p. 157). The broadcaster joins the group that exists independently of it, by emphasizing its affiliation it wants to present itself as close with the audience, as being like the recipient, and understands him / her well.

Other types of social relations are presented by examples (12) – (14):

- (12) Mariusz Kamiński, Minister of the Interior and Administration, coordinator of special services will be a guest of “Wiadomości” today [8-14-19]
- (13) You are watching “Wiadomości,” let’s see what is still ahead of us [8-22-19]
- (14) Let’s hear from Radosław Wesolowski, reporting live from Płock [8-28-19]

Example (12) indicates the host-guest (invitee) relationship, “Wiadomości” act as the host and it introduces the guest. Therefore, the relationship occurs between people in the studio, it is quite short-lived (it lasts as long as the conversation) and does not apply to the recipients of the program. In examples (13) and (14) the forms, “let’s see,” “let’s hear” show the relation between the media broadcaster and recipient. The host of the program informs about the beginning of the broadcaster’s activity, in which the recipient—if he / she does not give up watching—will naturally also participate. This is an example of an inclusive WE, expressing exclusive WE, also called usurper WE, because it consists in drawing recipients into their own group and its activities, which may be associated with imposing views or opinions on it (Starzec, 1999, p. 198).

The “activities” facet had a relatively stable position in both periods studied, gathering examples showing “Wiadomości” as a performer of specific activities, i.e. an active and dynamic entity. The verbs in the first-person plural were expressing almost exclusively the above-mentioned activities:

- (15) We have reached recordings in which three men set out the details of the kidnapping of the son of a very wealthy Pole [4-14-15]
- (16) We have asked a former prosecutor who had dealt with similar cases in the past about the mysterious behavior of the Elbląg prosecutor’s office [4-14-15]
- (17) In a moment we will tell you how it is possible that after in vitro fertilization a woman gave birth to her child [2-3-15]
- (18) On the air, we have often dealt with controversies related to the activities of Confederation politicians [10-3-19]
- (19) The photos that we are about to present clearly show that the spokesperson is not telling the truth [8-22-19]
- (20) We invite you to watch the broadcast at 2:55 pm on Jedyńska [9-9-19]
- (21) You are watching “Wiadomości”, it is the last day of April, and if so, we remind you—just over four hours left to the submission of PIT tax return [4-30-19]

In “Wiadomości” in 2015 the anchors often talked about typical journalistic activities related to the type of program: acquiring information by reporters and passing them on to the recipients. The means used in such situations subtly support the promotional process, indicating the various possible advantages of the media broadcaster and its products. “We have reached” in example (15) suggesting perseverance, diligence, and efficiency of the medium (reaching the truth often requires considerable effort); “we have asked” in example (16) shows activity in collecting information and obtaining it from reliable sources. In example (17), the announcement

“in a moment” increases the tension, advertises breaking information (as possible), and therefore attractive one.

“Wiadomości” in 2019 presented its activities a little less. Moreover, these activities were related to obtaining information, although they also occurred, but in a more general form, as “we have often dealt with” in the example (18). In the example (19) reinforcement appears again “in a moment,” which “we will present” accompany the typical television verb. In “Wiadomości” in 2019, it was more common to use words and phrases that reflect common courtesy—“we invite you” in example (20), regarding activities, goal of which was to show that the broadcaster cares for its recipients—“we remind you” in example (21) is an expression of concern for the viewer.

The category that gained most popularity in 2019 was “object.” It combines those examples that present a program and / or TV channel as something subject to specific activities. Examples of elements are:

- (22) Good evening, I am Piotr Kraśko with the latest news [4-25-15]
- (23) Good evening, I am Danuta Holecka, and I invite you to watch “Wiadomości” [5-4-19]
- (24) You are watching the main newscast of “Wiadomości,” here is what is still ahead of us in the program [6-7-19]

The contribution of this aspect is largely due to the more frequent use of templates organizing the message (which can simultaneously control its reception). In 2015, such phrases usually appeared only at the beginning of the program, four years later they also appeared in the middle of “Wiadomości.” This brought the public television program closer to the style of private broadcasters, e.g. TVN’s “Fakty.”

The category in which the largest decrease in the number of elements occurred was “locator,” much more often used in 2015 than in 2019. Activation of this aspect can be noted when the media broadcaster and / or its messages show themselves as the place of the presence of specific goods. This is what happens in the examples:

- (25) We get back in a moment on TVP Info. Stay with us, we will be back after short break [12-4-14]
- (26) We have got some breaking news for you tonight on “Dziś wieczorem” program on TVP Info. Stay with us [1-11-15]
- (27) And here is the top story about a nine-year-old who informed the police that his mother was getting behind the wheel while intoxicated [4-14-15]
- (28) We have got some more breaking news tonight. Let’s see the latest headlines of “Wiadomości” [8-28-19]

One of the important reasons for the decrease in the frequency of referrals in this category was less frequent redirection of viewers to the related TVP Info channel. In 2015 it happened regularly, as presented in examples (25) and (26), in 2019 in part of the editions of “Wiadomości” the conversation with the guest was entirely in the program, so viewers were not sent to the news channel for further follow-up. In the newer part of the material, the second element typical of the “locator” aspect was less common, i.e. the structure in “Wiadomości”, the use of which is presented in examples (27) and (28).

## Summary and Conclusions

The intensity of self-promotion in “Wiadomości” TVP1 in 2014-15 and in 2019 is comparable, while qualitative changes are noticeable. First of all, the attitude to exposing relationships with others has become stronger, especially belonging to the nation (expressed through inclusive forms). Secondly, the TVP1’s program included phrases organizing the message, which are

also a method of self-promotion (fixing function). Thirdly, in 2019 there was more about Telewizja Polska; “Wiadomości” was not only shown as an independent brand, but also, and maybe mainly, as an integral part of the public broadcaster, using its capabilities. In comparison to the years 2014 and 2015, there were no more elements indicating the medium’s activities (acquiring information) and redirecting the viewer’s attention (at the end of the program there were less invitations to watch next newscasts on Jedynka or on TVP Info).

The observed changes are associated with the direction of the editorial and production team’s activities, content, and goals of Jedynka. For example, exposing various dimensions of “Polishness” or a smaller share of breaking and entertainment news (considered scoops and gossips) can be easily linked to the right-wing conservative ideology of the political groups holding power in 2019.

The presented analyzes also show that the study of self-promotion methods can be an indicator of changes in a given media institution. They affect not only the selection and presentation of information about the world, but also how the media broadcaster reveals itself.

## Bibliography

- Bartmiński, J. (1993). Definicja kognitywna jako narzędzie opisu konotacji. In J. Bartmiński (Ed.), *Profilowanie pojęć. Wybór prac* (pp. 75–89). Lublin: Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej.
- Bartmiński, J. (2006). *Językowe podstawy obrazu świata*. Lublin: Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej.
- Bartmiński, J. (1998). Zmiany stereotypu Niemca w Polsce. Profile i ich historyczno-kulturowe uwarunkowania. In J. Bartmiński, R. Tokarski (Eds.), *Profilowanie w języku i w tekście* (pp. 211–224). Lublin: Wydawnictwo Uniwersytetu Marii Curie Skłodowskiej.
- Dzierżyńska-Mielczarek, J. (2013). Autopromocja w prasie na przykładzie „Gazety Wyborczej”. In A. Jupowicz-Ginalska (Ed.), *O własnej promocji środków przekazu w Polsce – między teorią a praktyką* (s. 59–74). Warsaw: Oficyna Wydawnicza ASPRA JR.
- Godzic, W. (2010). Telewizja – najważniejsze medium XX wieku. In W. Godzic, A. Drzał-Sierocka (Eds.), *Media audiowizualne. Podręcznik akademicki* (pp. 63–103). Warsaw: Wydawnictwa Akademickie i Profesjonalne Spółka z o.o., Wydawnictwo Szkoły Wyższej Psychologii Społecznej Academica.
- Grzegorzczak, R., Laskowski, R., & Wróbel, H. (Eds.). 1998. *Gramatyka współczesnego języka polskiego. Morfologia*. Warsaw: Wydawnictwo Naukowe PWN.
- Hordecki, B., & Piontek, D. (2010). Tabloidyżacja czy tabloidyżacje telewizyjnych programów informacyjnych („Fakty” TVN i „Wiadomości” TVP). *Środkowoeuropejskie Studia Polityczne* 2, 1932. doi: 10.14746/spp.2010.2.02
- Jupowicz-Ginalska, A. (2013). Medialna autopromocja – próba klasyfikacji (rys teoretyczny). In M. Kaczmarczyk (Ed.), *Oblicza komunikacji społecznej. Wokół problematyki marketingu i public relations w nowoczesnym społeczeństwie* (pp. 93–114). Sosnowiec, Praha: Oficyna Wydawnicza „Humanitas” i Verbum.
- Kaszewski, K. (2018). *Media o sobie. Językowe elementy autopromocyjne w przekazach informacyjnych prasy, radia i telewizji*. Warsaw: Wydawnictwo Naukowe Semper.
- Kępa-Figura, D. (2009). Intencje (czy intencja) nadawców medialnych, czyli fatyczność współczesnej komunikacji medialnej. In I. Hofman, D. Kępa-Figura (Eds.), *Współczesne media. Status, aksjologia, funkcjonowanie*, vol. 1 (pp. 416–425). Lublin: Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej.
- Kłosińska, K., Zimny, R., & Żukiewicz, P. (2018). Sprawozdanie ze stanu ochrony języka polskiego za lata 2016–2017. Język informacji politycznej. Retrieved from <http://www.rjp.pan.pl>
- KRRiT (n.d.). Raport Uniwersytetu Papieskiego Jana Pawła II w Krakowie w zakresie realizacji planów programowych przez spółki publicznej radiofonii i telewizji w 2017 r. Retrieved from <http://www.krrit.gov.pl/krrit/bip/raporty-z-monitoringow/raport-uniwerytetu-jana-pawla-ii-w-krakowie/>
- Kurdupski, M. (2020). „Fakty” liderem oglądalności w 2019 roku, „Wiadomości” z największym wzrostem. „Widzowie wracają do oglądania dzienników”. Retrieved from <https://www.wirtualnemedi.pl/artukul/ogladalnosc-programow-informacyjnych-2019-rok-fakty-liderem-wiadomosci-do-gory>

- Kurdupski, M. (2016). „Teleexpress” wyprzedził „Wiadomości” w 2015 roku. „Fakty” straciły 310 tys. widzów. Retrieved from <https://www.wirtualnemedial.pl/artykul/teleexpress-wyprzedzil-wiadomosci-w-2015-roku-fakty-stracily-310-tys-widzow>
- Majer-Baranowska, U. (2004). Dwie koncepcje profilowania pojęć. *Etnolingwistyka* 16, 85–109.
- Niebrzegowska-Bartmińska, S. (2015). O profilowaniu językowego obrazu świata. *Poradnik Językowy* 1, 3044.
- Stachyra, G. (2008). *Gatunki audycji w radiu sformatowanym*. Lublin: Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej.
- Starzec, A. (1999). *Współczesna polszczyzna popularnonaukowa*. Opole: Wydawnictwo Uniwersytetu Opolskiego.
- Wasilewski, J. (2006). *Retoryka dominacji*. Warsaw: Wydawnictwo Trio.