

DOCTORAL DISSERTATION ABSTRACT

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Subject of dissertation: “Manipulation strategies. Language, text and image in National Socialist discourse”

Discourse is a widely-interpreted term used frequently and eagerly not only by linguists, but also by regular language users, e.g. in mass media. Today, it would be difficult to image a political debate or a press article which does treat discourse as an integral part of the issue being discussed. Therefore, it is a perfectly valid claim that the term *discourse* has permanently embedded itself into our culture. This paper focuses on the topic of National Socialist discourse, and analyses the manipulation strategies used in this discourse in conjunction with language, text and image. An empirical analysis was conducted for the purpose of answering the research questions, which constitute the author's theses in this paper: Was National Socialist discourse able to create a discursive image of Poland, and if so, what kind of image was it? How does the author of a discourse evoke their desired reactions in a recipient? Is it possible to identify a discursive image of Poland typical of the period, and thus clearly define the nature of National Socialist discourse? The corpus used consists of images found by the author in the German satirical magazine ‘Kladderadatsch’, as well as propaganda posters presented in Piotr Zychowicz's book ‘Opcja niemiecka’ (2014). The images and the associated text formed the basis for an analysis of the relationship between text and image and the related strategy of addressing viewers.

The dissertation consists of a theoretical and an analytical part. The first chapter is an introduction to further analyses, and presents discourse within the context of National Socialism as a method of exercising power. The analyses are based on the interpretation of discourse introduced by Michael Foucault, who bases his views on the relationships between the subject, knowledge and power. According to Foucault, discourse determines who says and thinks what and when on a given subject. This approach to discourse forms the reference point for analysing and discussing the manipulation strategies of National Socialist discourse. An important part of the paper is analysing discourse as a social practice, and presenting Poland and the Polish people as discourse recipients. The related chapter references Goffman's (2006) ‘face-work’, as well as Brown and Levinson's (1978) ‘positive’ and ‘negative face’. These initial investigations end with an inquiry into

linguistic discourse analysis in relation to the approach to discourse presented by Spitzmüller and Warnke (2011), who view discourse through the lens of power, social practice and the production of knowledge.

Chapter two contains historical analyses. The author provides a summary of the historical background relevant to the object of her research. The 1934 German–Polish non-aggression pact, which was indispensable to the development of Polish–German Political relations, forms the starting point for the analysis. Subsequent parts of the chapter contain descriptions of these mutual political relations and their development in relation to major historical events. The final subchapter is concerned with the political situation in Poland in 1939, from the date of receiving a security guarantee from the United Kingdom (the Anglo-Polish alliance of 1939) to the outbreak of World War II and shortly after the start of the invasion, in addition to presenting Poland’s political situation in 1944.

The terms *manipulation* and *persuasion* are defined in detail in chapter three. Propaganda and manipulation are central to the acquisition and subsequent retention of power. Using specific manipulation techniques allows the sender to effectively influence the recipient, thus enabling the former to reach their goals. The chapter discusses manipulation techniques and strategies. Gloria Beck (2011) identifies 30 manipulation techniques, five of which were selected for the purposes of this thesis: 1) the enemy image technique, 2) the ‘friend’ technique, 3) the contrast technique, 4) the lie technique, 5) the language manipulation technique. The above manipulation techniques were identified in the corpus, whose analysis is presented in chapter five of the thesis.

The concept of ‘self-deception’, as analysed by Kathi Beier (2014), constitutes an important contribution to manipulation strategy research. In relation to this, it would be interesting to conduct a poll among the still-living eyewitnesses to history in order to ask them if they truly succumbed to manipulation, or if they perhaps preferred to remain passive and ‘self-deceive’ themselves regarding the facts and events of the period. On the one hand, the results of such a study could be unreliable due to the amount of time that has passed since, and on the other, it is possible that we could be met with conscious denial of facts and events by the (few still-living) respondents, which would yield unobjective results.

We live in a ‘visual and audiovisual era’, and ‘it is certain that images are, apart from language, among the most important tools incorporating signs used to represent, interpret and learn about the world’ (Opitowski, Jarosz and Staniewski 2015: 44). The above

statement forms the foundation of the author's analysis of current trends in language and image research. Klemm and Stöckl (2011: 7) refer to images as 'problematic objects', as they can be classified as belonging to various disciplines. *Image* is analysed by many researchers, though according to Große (2011), we are yet to arrive at a final and commonly accepted definition of the term. Researchers dealing with image focus on its communicative function, and, as emphasised by Große (2011: 43), the methods used in image research depend on verbal communication structures. Stöckl (2000: 327) poses the question of whether an image can be perceived as words and sentences, thus questioning the very status of images. An equally important aspect is the relationship between text and image, both of which are supplemented by gestures and facial expressions in modern communication (Nöth 2000a: 489 et seq.). Such communication is considered 'prototypical communication', in which the visual element interacts with the acoustic element. Nöth (2000a: 490 et seq.) attempts to analyse the differences and shared features of text and image, resulting in the following categories: the cognitive processing, semiotic structures, semiotic potential, origins, appearance and function of text and image. An important point in relation to the subject of this paper is the author's view of the type, means and purpose of representation, or how text and image are perceived.

Subchapter 4.2 is of particular relevance to this issue, its purpose being to illustrate the relationship between text and image in contemporary text linguistics. The various relationships between text and image presented and discussed in this section form the basis for the analysis conducted for the purposes of this thesis. The images and propaganda posters were analysed with a focus on such aspects as the mutual text-image relationships as identified by Nöth (2000a). Images are classified as meeting a given criterion based on their historical context and the specific image of Poland in National Socialist discourse. The most commonly-met criterion was the complementary criterion, i.e. a relationship between text and image which is based on equality. The text and image complement each other, and the author is only able to convey a complete message by combining both text and image in the visual layer. Very few of the analysed images met the 'dominance' and 'contradiction' criteria. The domination category relates to the literal domination of image over text or text over image, while the contradiction category involves a complete incongruity between the image and text used.

Although numerous researchers are currently interested in what is referred to as 'image linguistics', classifying this relatively new field of research as part of a particular discipline remains a difficult task.

Chapter five focuses on analysing the corpus and summarises the results of its analysis. The analysis consists of four parts, which reflect the structure of the historical analysis conducted as part of the dissertation. Depending on the discourse author's view of Poland, the results of the analysis indicated whether National Socialist discourse presented a positive or a negative image of Poland in a given period.

The corpus was divided into two categories at the initial stage: the attitude of the discourse author towards the recipient (who is the target of the image?) and the negative or positive image of Poland in National Socialist discourse. The first division differentiates between the target groups of the discourse in various periods, depending on the chosen strategy of creating the image of Poland and the Polish people. From 1934 to 1938, the messaging was targeted at the German populace, and a positive image of Poland was constructed to reflect the political relations between Poland and Germany at the time. In 1939, the discourse author continued to target the Germans, the difference being that the content and information carried an exclusively negative emotional charge, its purpose being to ridicule Germany's eastern neighbour. The year 1943 constitutes a separate category, with Polish-language posters being used by the discourse author in an attempt to communicate with Polish society and improve the author's image, and thus encourage the people of occupied Poland to cooperate. Improving the image of German soldiers by juxtaposing them with the barbarity and brutality of the Soviets had the goal of not only fostering readiness or eagerness to cooperate, but primarily of shifting the perception of the German occupation of Poland. It is important to remember that such actions were purely manipulative and persuasive in nature, and lacked any intention to engage in genuine political or economic partnership. The year 1944 saw the discourse author once again address its German audience, presenting it with an extremely negative image of Poland, similar to 1939. Category no. 2 refers to the positive or negative image of Poland presented in National Socialist discourse, and is clearly divided into periods: 1934-1939 – positive image of Poland, 1939 – negative image of Poland, 1943 – negative image of Soviet Russia, the United States and the United Kingdom, 1944 – negative image of Poland, the United Kingdom and the USSR. It bears mentioning that the propaganda posters from 1943 selected as part of the corpus do not present an image of Poland at all. The messaging is aimed at the Polish populace, but is dominated by references to such entities as the USSR.

The corpus analysis was conducted with the use of a number of images, 41 of which were given special attention, and its results are presented in subchapter 5.4 of this dissertation.

The results of the study demonstrate that it is possible to identify whether the image of Poland in National Socialist discourse was positive or negative in the periods analysed. The images analysed exemplify the actions of the discourse author, who, in an attempt to reach a particular goal, shapes a specific image of Poland in their discourse (either positive or negative). The paradigm ‘SPRECHENDE, ANGESPROCHENE, BESPROCHENE’ (Bał 2010) was also used for the purpose of the analysis. In its original form, the paradigm refers to bilateral discourse and was first used to analyse Polish-German press articles. Its creator presents the image of Poles and Germans, who, as representatives of their respective societies, are actors on the European stage (Bał 2010: 148). He also identifies descriptive strategies, i.e. the use of the first, second and third person in various contexts to specify the status of the actor in the discourse: the first and second person, or the speaker and the person being addressed (a partner relationship), and the third person, who is viewed as the ‘other’. These ‘others’ (third person) are those whose ‘face’ is never respected. They include actors who are excluded from the conciliatory strategy of forming partner-like relationships in the discourse (*Hinwendungsstrategie*). This strategy is incorporated into the analysis in the form of the ‘Author’s intent’ category, as Poland is presented as the second or third person, depending on the Polish-German relations in a given period. A reference is made here to the discourse model proposed by Foucault: power is a tool of discipline and control.

The corpus is divided into four parts which reflect – on the one hand – the changing political relationship between Poland and Germany in the 1930s, and the increasingly noticeable changes in how Poland and the Polish people were perceived as a result (discourse profile) on the other.

In conclusion, depending on the historical context, socio-political events and primarily the intent and goal of the discourse author, the image of Poland in National Socialist discourse was either positive or negative. Creating a specific image was made possible with the use of certain manipulation strategies referring to the visual layer of text and image.

06.06.2022

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