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# SLOGANS (MOTTOS)
# IN INTERNET DATING PROFILES
# AS A FORM OF SELF-PRESENTATION
# AND SELF-ADVERTISING
# ON THE PART OF THE SENDER

*Making use of language occurs in a social situation*
*and constitutes a uniform whole, having its beginning and end,*
*as well as organized structure*
(Kurcz 1992: 137)

## 1. Introduction

Moral, socio-cultural, and civilization-technical transformations have brought an end to various types of stereotypes (interpretation of the world and interpersonal relations). The changes are seen among contemporary Poles are in the form of various communication activities – as well as when creating a "lingual picture of the world" (Bartmiński 2004) which appears as means of creating user texts (Sobstyl: 1996, 1998,

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2001, 2002). There are profiles of a social-matrimonial nature on the Internet in them (Łuc: 2008a, 2008b, 2010: 99-154). Texts of such slogans as well as manners in which these texts are shown convey information that relates to a person's needs (love, acceptance, memberships) as well as the creative abilities in portraying oneself (many times meliorative pictures or attempts of mystification are used).

The article encompasses a socio-linguistic analysis of language material – slogans that were obtained from the most popular internet dating service in Poland "Sympatia"[2]. This portal dominates the market when one takes number of members logged on as well as active communicative[3] users into consideration. As it has been proved by communication practice, when creating short messages with variable power and extent of drawing the receiver's attention, users of the popular dating service most frequently refer to a few types of speech acts (*representatives*, *directives*, *commisives*, *expressives*, *declarations*[4]) and their sequence. Considering the fact that language use always carries some intentions encapsulated in a speech act[5], the aim of the essay is to distinguish typical functional, semantic and syntactic features in a specific kind of texts, i.e. slogans constituting a part of longer texts – personal profiles created by dating service users.

The analytical material covers 424 slogans (mottos), which were copied from public users' profiles made readily available at the dating

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[2] Most of the dating services appeared on the Internet at the beginning of 2003; they were initiated by the largest Polish portals: Onet.pl, Interia.pl, Gazeta.pl. In January 2009, there were already around three million profiles registered on the service "Sympatia". Every third profile, otherwise known as "calling cards" has a photo.

[3] The way in dating services operate are for the most part similar (registration and the basic functions are free). It is possible to see calling cards of other users free of charge. If the user finds someone he/she wants to get in contact with then he/she has to pay some sort of subscription fee and this payment allows him / her to talk to all potential dates.

[4] Taking into account five speech acts distinguished by J. Searle.

[5] On condition that a speech act is interpreted as use of a statement by a specific language user in a specific situation together with an action into which this statement is involved and taking into account the fact that the theory of speech acts analyses the performative function of language. J. Austin emphasized the aspect of language use, of "doing things with a help of words." In a speech act three aspects of language can be distinguished: *locutionary act* (it refers to the process of creating on the basis of language code), *illocutionary act* (connected with the message conveyed, an intention of the sender; its value is measured not in categories of truth but effectiveness of a speech act), and *perlocutionary act* (concerning secondary results of a speech act, also called a *perlocutionary effect*) (Zdunkiewicz 2001: 269-279).

service. There was a total of 220 men and 224 women aged 18-70 who have finished a secondary or tertiary school.

## 2. A theoretical introduction to the subject

Before a description and analysis of mechanisms of the persuasive effect that the discussed type of messages has on the recipients, two issues are worth analyzing: ways of interpreting the notion of a *gan*[6]/*motto* and its connections with persuasion, language communication, communicative intention, a text and a profile of a dating service user. Similar to other types of messages, a *slogan* constitutes a result of language use and aims at effective, appropriate and efficient communicative behaviour. In the same way in constitutes a direct effect of action realized through a specific speech act. The chosen type of slogans has been made a part of defined structures of a dating profile. Given a meaning, it gained a function of causative expressions. These expressions act as *representatives* (expressing judgments about states of certainty, admiration, doubt, also contained in negations), *directives* (forcing to action – orders, requests, commands, prohibitions, recommendations), *commissives* (obligation – promises, pledges, assurances), *expressives* (expressing an attitude to facts – congratulations, greetings, wishes), *declarations* (creating new facts – appointments, cancellations) which accomplish individual illocutionary aims of the author. Slogan in Internet profile structures is often called a motto[7].

As *persuasion* I acknowledge the use of signs and symbols (e.g. written and oral word or image) that intentionally serves to influence somebody's behaviours, beliefs, attitudes and decisions. I also take into consideration the fact that effective persuasive influence is a complicated process connecting many component and realization elements that make use of specific linguistic and stylistic means adapted to a communicative situation and primary acting strategy. Similar to K. Skowronek (Kraków

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[6] I interpret a *slogan* as a type of text used in a specific social context and containing an intention to "achieve something." A slogan, as Iwona Loewe notices, "not only recommend, give advice or propose, but is also supposed to put pressure on (...)", as it serves to "make the receiver do something in order to achieve certain purposes – it is an illocutionary act visibly predisposed for perlocutionism. It contains a *hidden persuader* – a hidden persuasion" (Loewe 1997: 103).

[7] That is why throughout the whole text I use both terms interchangeably and treat them as semantically equal.

2003), I understand persuasion to be (according to J. L. Austin's speech act theory) a dominating illocution. J. Labocha in turn emphasizes that "the process of linguistic communication is a result of various speech acts, and every speech act is immersed in a strictly defined, describable situation. The aim of the communication act, i.e. its illocutionary value (pragmatic function), constitutes a basic element of the meaning this act has for those to whom it has been addressed and by whom it is to be understood. The process of communication encompasses a specific arrangement of speech acts" (Labocha 2008: 8).

As far as understanding of *text* is concerned, I refer to A. Duszak, who defines it as "a sequence of elements that can together have a communicative function (...). A text becomes evidence of decision, an effect of choices and calculations that can be done by members of the act of communication based on available and ever-changing data" (Duszak 1998: 32). Text is a structure displaying the way in which language is intended to be utilized in specific communication. A text may be a single expression, sentence or sequence of sentences concerning a given context (Albin 2002: 73) which leads us to a conclusion concerning the primary goals of the sender(s)[8].

Shared elements within a profile structure at the Internet dating service "Sympatia" that are believed to be obligatory are: a nickname (the equivalent of newspaper's incipit); slogan (motto – the equivalent of a headline[9]); a personal log containing information concerning: age, height, eye and hair color, body type, place of residence, civil status, zodiac sign, relationship to a variety of stimulants i.e. drugs, offspring or desire for offspring, motivation for using the services of the server); a description characterizing the user's profile; description of a "desired" partner – receiver.

A slogan in an Internet dating service may be made by the sender (the user of the service) in the form of self-presentation or self-advertisement. It can be done by means of using 42 diacritical signs by the user (cf.: *42 signs are too little to describe yourself*; *Who even*

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[8] Slogan is a text with a specific intention of the author. Text and slogan are different analytic levels: text is a formal structure (studied by text linguistics) and slogan is a discourse.

[9] Motto should catch the attention of the receiver and to help him/her to answer the question if he/she is interested in a sender's profile. Such an introduction to the description is the main element concerning further reception and the attitude towards the sender because proper construction of mottos – slogans (filled with emotions) is more easily remembered by the receiver. If the sender fully uses the persuasive power and properties of the intentional announcement he/she will "envelope in communicative magical voile", "attract" and "hypnotize" many receivers of the text.

*thought about those 42 signs?*; *42 signs pigeonhole*; *My motto is no motto*). Similar to that of a press headline, a slogan in this instance may be noted for its three phases in which it has an effect, i.e. cognitive, effective and behavioural[10].

In such context when considering the communication-language behaviours of service users, slogans as forms of self-presentation and self-advertising become interesting research material. This material verifies the practical effects of social changes connected with "modeling" of partner relations that lead to an evaluation of a partner as well as formulate expectations in a relationship with him/her.

Before I try to analyze and interpret self-presenting and self-advertising slogans, it has to be emphasized that the majority of speech acts included in these mini-texts represent various forms and structures of *representatives, directives, commisives*, and, more rarely, *expressives*. Their choice is determined by function and functional features that they perform in the process of communication, accomplishing the senders' persuasive aims. They enable the senders to state certain facts, return verdicts, declare judgments – whether a doubt or certainty, supply the receiver with knowledge about themselves, induce them to act on orders,

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[10] In the structure of a dating profile, a slogan is at the beginning of the text; generally it appears in this position so that potential will be greater when concerning replies. Along with a nickname (Naruszewicz-Duchlińska 2003), a slogan fulfills the same function as the standard slogan at the end of a reply, and a summary is made which evaluates the overall content. All the examples were quoted in the original, in the variant presented by their creators in the profiles. Cf. slogan of the user with a nick name *Brokenheart: I suffer from love or rather the lack of love!* as well as of *I Know What I Want: I know what I want and what I don't want...* and his profile description: *A guy who knows what he wants and trying to achieve his goal at all costs...* Often the two elements (nickname and slogan) are mutually compatible. A slogan may also be a means of announcing something or a way of continuing a description while a nickname characterizes the description of the sender (e.g. a humorous text copied from a man with a nickname of *Skandaluzja*: *I work and for this I am glad, I am a happy owner of a cat. Unfortunately I do not windsurf nor do I bungee jump, I don't climb nor do I do many other things because I don't have to. I am not crazy though it is in fashion, simply put I am who I am and that should suffice. I am the most normal guy. Sometimes I spill sugar or tea (but I also clean after myself – sugar hehe as well as tea), furthermore I am not ideal but real with the most common dreams even though they are not to be ever fulfilled, but I have a good sense of humor, which may be not seen in photos, but often that mug you see is smiling. And that is how we live, the two of us (me and my pet tiger) and perhaps this is a good time to change something. I find there is no need to gloss up my image with pictures. I may seem unpleasant and not at all interesting but deep inside me there beats a good heart.* The statement above shows that the slogan does not end the text, but rather opens it (similar to a headline acting as a precursor of a text) and this same statement fulfills the information function, encouraging one to read through the entire profile description.

prohibitions, advice, requests, commands. The senders themselves are obliged to fulfill obligations, promises or pledges. Occasionally, using expressives, they show psychological states: joy, optimism and wishes.

## 3. Self-presentation of a sender in slogans of dating service profiles

Within the confines of self-presentation one can mostly find formulas related to the display of personal information (which typically describes an individual's personal characteristics, likes, habits, dreams, desires, expectations towards life and future partner) as well as mottos of reflexive-philosophical character in the form of verdicts, recommendations, obligations, presentation of a specific attitude, statements, expression or declaration. The self-presenting slogans in the sender's profile, in contrast with the ones that self-advertise the sender, have function and functional features and are aimed at conveying a message that mystifies a person through direct depiction of their features, advantages and skills in an unusual perspective. The receiver is to read it in the same perspective. Creating a self-presenting message demands more standard (less linguistically sophisticated) means of expression. Their choice often refers to stereotypes of cultural thinking of a man and existence, as well as to socially accepted values.

The self-presenting slogans make up around 76% of the analytical material taken down. Most of them are reduplicated, meaning specifying some of receiver's good features (about 18%) or life maxims (about 14%) – both these well recorded in social self-awareness variants (cf.: *Hurry up to love people, they go away so quickly*; *What doesn't kill me, will make me stronger..., Carpe diem*), and those individual statements created by senders (cf.: *Love breaks down human egoism*; *To love means to lose one's mind for the one you love*; *Sensibility is my home*). The remaining part in the group of self-presenting slogans are the forms describing the sender in a direct way (about 10%), formulas showing mainly motivations (about 15%) of having a dating service account as well as other speech acts presented as representatives, directives, commissives (about 19%). All above-mentioned ways are to achieve the communicative intentions and mostly (about 65%) include the information related to the individual's characteristics, their habits. The remaining part (11%) are life maxims, which include the information appealing in a symbolic or metaphoric way to the social reality (these mottos were mostly created by women). The most of texts relates to the vital sphere, and they present

an optimistic attitude towards reality. These texts can be found in various statements: (cf.: *Smile is a speech of a soul...Laughter is a sincere kingdom...*; *A day without a smile is a day...; Joy and smile in life...*) as well as to expose following values: friendship (cf.: *I am looking for a friend until the end of my life*; *Friendship – a dream of my life*), beauty (cf.: *Beauty hides in the details...*; *Friendship and love are the content...*), love (cf.: *To love and be loved*; *One loves another not for something but in spite of something...*; *A man is worth as much as he/she can love*), belief and hope (cf.: *Belief in a success is half of...*; *Who searches, will find*; *Faith makes miracles*). These statements have something in common, the fact that they all appeal to "living as a couple", expressed as of partnership and a chance for a changing current life situation (cf.: *Life is beautiful... especially...together*; *It's better together...*; *It is not important where but with whom...*; *One heart is so little...*)[11].

Among all life's credos (cf.: *I live in order to live not in order to have...*; *What doesn't kill me, will make me stronger...*; *To live in a way that nobody will...because of me*; *I am worth as much as much I help other people*) there are such that contain in their structure addressative expression presented in the form of various directives, relating to different aspects of life (cf.: *March according to the music you can only hear*; *Live with all your strength...*; *What doesn't destroy you, will...*; *Enjoy the moment*; *Take from life what is the best*; *Live in a way so other people won't cry because of...*). These directives build trust between the sender and the receiver.

The expressions taken down from the analytical material (in the form of generalizations) addressed to the receiver (cf.: *My life was waiting for you and...*; *The world I will see with you...*; *Only you and my world*) have such a strong illocution-perlocution power (a message for everyone), that the senders by using this element of persuasion control the reception of the possible receiver who would reply to the profile's announcement. Among self-presentation slogans there are the most of such that directly describe the sender). This description was done through using statements. The message senders used the verb "to be" in the first person singular, more rarely they referred to themselves in the third person singular. We may present an additional classification based on those slogans (its criteria are character and the way of modeling the text expression):

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[11] These presentations were also an attempt to define the word "loneliness" and the willingness to change this state (cf.: *Lonely and elegant*; *I am sick of loneliness*; *Lonely, looking optimistically to the future*).

– informative – they cover most of the statements (cf.: *I am an energetic older lady*; *You can go dancing and praying with him...*[12]; *There are not many guys like me*; *I am a cheerful woman who likes to have fun*; *I am an calm man*; *I am a free man*; *I am an active, energetic, modern and versatile woman*);

– identifying (cf.: *Nice, very honest...*; *TRAVELS, ENERGY, OPTIMISM, SENSE OF HUMOR!*; *I definitely prefer to give than to...*; *Thoughtful and keeping her feet on the ground*; *Cheerful guy with class*; *The realist with no addictions nor obligations*). Within this classification we can show more detailed presentation by relating to the structural-semantic criterion (for example enumeration consisting in multi-word quoting of good features of the sender, cf. *MASCULINITY-CLASS-HONESTY*) as opposed to the describing one-word expressions taken from the analytical material (cf.: *Charming, Joyful, Independence, Cheerful, Real*) and their humorous versions (cf. *Mean, Ficklebutt*; *Curled like curlers on my head*). It is worth adding that single words exposing the sender's features create relations with other words, emphasizing the specific feature (cf.: *First of all, Carefree*; *Horrible Chatterbox*; *Normal. Please, don't confuse with trivial*; *Nice with no doubt*).

It can be assumed from the analytical material that the enumerations are very popular among slogans created by the users of the Internet service "Sympatia". Those enumerations are components of various statements informing of the senders' features, habits and customs.

The most popular words related to that kind of expression are: *joyful*, *nice*, *pleasant*, *crazy*, *cheerful*, *calm*/*of a calm nature* (two last expressions were used usually within the age range 55-70[13]), *mad*, *shy*, *intelligent*, *ambitious*, (cf.: *MAD, JOYFUL, CRAZED*; *Ambitious and entrepreneur*; *Open, sociable*; *Nice, shy*; *Crazy, spontaneous*; *Nice, intelligent, eloquent*; *Warm, tender, joyful*; *Sensible, tender and responsible*; *Cheerful and unpretentious*)[14].

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[12] The sender writing about himself/herself speaks as a third person. This activity is "(…) one of the most common forms of neutralization of boasting. The sender wants to make an impression that the information provided by him/her is objective and it is not only a wish but a result of rational looking at the world" (Galasiński 1992: 58).

[13] Cf. for example: Appreciates peace and quiet; *Of calm nature*; *Quiet level-headed...*; *Nice, of a calm nature; Cheerfulness and a soul at peace; Quiet man.*

[14] In the indicated age range, in slogans there were also presented expressions related to characteristics such as: sedateness, responsibility, culture, loyalty, emotionality, tolerance, sense of humor, friendliness, good communicative skills, docility, truthfulness, balance, sociability, sincerity (cf.: *Stable, responsible, without...*; *Sociable, warm, smiling*; *A wise woman, level-headed*; *Friendly, communicative*; *Very cheerful, joyful...*; *Open, joyful, intelligent...*; *Docile, sensitive to injustice*; *Stable, loyal, truthful*; *Cultural and sincere...*; *Beautifully groomed, cultural, no addictions, appreciates honesty*) as

One of more popular and socially desired characteristics, as demonstrated in analytical material, revealing in the self-presentation slogans, is "normality" (cf. commissives: *Normal, which is not the norm today*; *Normal guy with a bit of optimism*; *Normal guy like thousand others...*; *Normal guy still dreaming about love*; *normal guy, sensitive to beauty*).

Other statements in the form of generalizations, using various modulators, like: *probably*, *surely*, *similar*, *supposedly*; constructions such as *neither...nor, neither...but...* or generalizations in accordance with the intentions attempt to manipulate and control the addressee's reception (cf.: <u>*Probably*</u> *I am a nice guy*; <u>*Neither*</u> *handsome,* <u>*nor*</u> *tall,* <u>*nor*</u> *rich* <u>*but*</u>*...*; <u>*Supposedly*</u> *original and intelligent*; <u>*Just*</u>*... a woman*; *A woman to love*; <u>*Plain, average*</u> *Man*; <u>*Real*</u> *man*).

Creators of such slogans, making self-presentation, refer also to generalizations that evoke further associations to the receiver. Statements used in this purpose contain descriptive or judgemental adjectives or word combinations informing the receiver what someone is like, what their features are, what they look like. Most oscillate around human nature/disposition (cf. *Man of romantic soul*; *Incorrigible romantic*; *Warm, romantic, with a sense of humor...*; *Romantic with rules, sensitive and...*). A sense of humor is also important – very desirable characteristic of a partner in a discourse (cf.: *Cheerful girl*; *Cheerful with a sense of humor* :); *With a sense of humor*; *Incorrigibly cultural optimist...*; *Smiling optimist*; *Endless optimist, with a sunny smile*; *Optimist open to...*; *Optimist full of joy...*; *Energy, optimism, joy...*), zodiac sign (cf.: *Experienced Sagittarius*); *Incorrigible Scorpio*; *Leo, nice*; *Aquarius with a big sense of...*; *Cancer – emotional, critical, shy*; *A real Cancer* :-); *Typical Scorpio, great and mean...*), physical appearance (cf. for example: *Cheerful brunette*; *Attractive woman*; *Of a nice appearance, slim, cheerful, independent*; *Tall, nice dark-haired guy*).

Some slogans possess in their structure specific information concerning hobby or a passion of the sender, his/her favorite leisure time activities and on basis of this presumption (addressee should have similar or at least accept those given by a sender) mutual vision of the world has been created relating to similar interests and views. The following verbs of such type have been used by an Internet dating service users: *I like, adore, love* (cf.: *I am a romantic who likes traveling*; *I like nice atmosphere*; *I adore traveling, walking, dancing*; *I like nature, I love*; *I like*

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well as domesticity (cf.: *Retired home-bird*; *Home-bird with flaws and virtues*; *Moderately sociable, home-bird*; *Nice, shy home-bird*; *Quiet, home-bird*).

*cinema, theatre*; *Home-bird who likes trips out of town*; *I appreciate life in quiet countryside*; *I like sport, tourism, dancing, skiing*; *Sociable, loves traveling*).

The substantial part of slogans directly reveals justifications for having a dating service profile. Within this group there are several sub-types. Among others, they concern: an attempt to find: love (cf.: *Cheerful man looking for love*; *I am here because my faith in love doesn't get old*); friendship (cf.: *I am looking for a friend for autumn... for days together*; *I am searching for friendship and love*) or companionship (cf. *I would like to meet a lady to be a friend with...*). Also: a desire to separate from the loneliness (cf.: *I don't want to be alone, I search...*; *I don't like loneliness*); substantiation of individual goal (cf.: *I don't look for beautiful words in life but I search for a beautiful heart and good soul*; *Normal man searching for normal woman*; *I am looking for a nice lady*; *I am looking for a person who respects other people*); metaphorical wording of a subject (cf.: *I am a guy searching for the second heart*; *I am looking for the only one*; *Searching for my better half*; *I am looking for a brotherly soul*; *I am looking for anchoring as a figurehead for the deserted...*; *I am looking for a port*; *Spring is coming. I want to bloom* :P; *I am searching for my better HALF* ;P); declaration of stability (cf. declaration through denial: *I am not looking for the adventures but stable...*;declaration through the repetition: *I am looking for someone, someone for good*) or indication of universal motivation of having an Internet account (cf.: *I am looking for a man*; *I am looking for nice guys*; *I am looking for love as anyone else*; *I am looking for friendship like any other man*).

Among the statements self-presenting their sender there are some commissives (cf.: *I am able to love hard and...*; *I will love to death*; *I still have a big potential of emotions inside me*; *I will love forever*, as a kind of promise) and self-criticizing statements (cf. *I don't hide*: *crosspatch, cynic, debauchee, hedonist*; *I know, I am far from perfection*; *I have more flaws than qualities... that's the truth...*; *The whole truth about me*: *EGO-IST*), which are supposed to prove the authenticity and communicative sincerity of the sender.

Directives[15] and expressives can be found in the forms of elliptical sentences, imperatives, rhetorical questions and commands (cf.: *To fall in love...*; *To love*; *Wanted...*; *Just be with me*; *Everyday without YOU is...*; *To like yourself, get to like yourself*; *You little lady, do you*

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[15] Cf. occasionally found forms such as: guarantying (cf. *Friendship and Trust*), appealing (cf. *I will give my soul and body to...*) and profiting (cf.: *I will find my Angel one day...; I will find my better half one day*).

*know?..., that...*; *Where are you man with...*; I AM LOOKING FOR YOU, YOU KNOW…?*; *I am looking for you*; *Think... Believe... Dream... Have...*; *Let me get to know you closer*; *Let's meet as soon as possible*; *Discover... me*; *Search for me now*; *You found then write*; *Write, ask, explore*; *Tri it out yourself*; *Ask and I'll answer*; *Take me out from here...*; *LET'S STOP THE RUNNING TIME TOGETHER*; *I welcome and greet all the ladies*, *I wish myself optimism*). Cited examples prove that senders using these particular speech acts have most frequently resorted to verbs: *love*; *discover*; *get to know*; *ask*; *I am looking for*; *see for yourself*; *let's meet*; *stop*; *find.*

  Formulas encouraging further contact also appeared among the self-presentation slogans usually in the form of conditional sentence. The described commissives are supposed to indirectly motivate the receiver to act (cf.: *Write... you will see...*; *Why write too much, try me YOURSELF*; *If you feel like getting to know me better...write...*; *If you want to get to know me, try harder...*; *Describe me yourself...*; *Smile and write to me*). In slogans of such type, senders also reveal their wishes (cf.: *I want to be loved*; *I want to meet the one*; *I'd like to share my life with a somebody close to...*; *I FEEL LIKE falling in love! I FEEL LIKE Love!*; *I would like to live long and...* ;-); *I don't want to... too long*). There were also some forms of humorous character (cf.: *The description dis...turbed...*; *A knight and a prince were eaten by a dragon*; *I infect others with intelligence* :); *This Sympa is a game like a lottery*; *I am a dork with a broken heart*). Such in turn were supposed to overcome the distance between the sender and the receiver.

## 4. Self-advertising of a sender in slogans of dating service profiles

  As M. Głowiński emphasizes, language game[16] is well known for slogans, and the games that do not use them may seem to be poor or primitive (Głowiński 1994: 36-43). Every language game, as emphasized by U. Żydek-Bednarczuk "is connected with the presence of social elements ascribed to members of various societies participating in the act of

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[16] E. Chrzanowska-Kluczewska notices that Wittgenstein's "theory of language games" is nothing else than a direct "antecedent" of the theory of speech acts in modern linguistics. J. L. Austin (1962) and J. Searle (1969) have developed it, replacing the notion of game with the term *speech act* or *illocutionary act* and dividing them into a few basic classes (Chrzanowska-Kluczewska 1997: 13).

communication. For the act of conversation to exist, partners (sender and receiver) are necessary. They need to have their personal motifs and aims, be active in the process of communication and exchange roles, belong to different social groups and possess a definite knowledge of the world" (Żydek-Bednarczuk 1994: 17). Language games may appear in the form of slogans in various ways, such as through literalization and/or modification of the structure of phraseologies, especially the common ones (cf. such as.: Lewicki 1996: 69-79 and 1995: 215-229, Maćkiewicz 1995: 229-239), using of systemic or contextual polysemy of lexemes, using various stylistic means which can be related to the sentence order (Zimny 1996: 148), free connection, shortening and enrichment of traditional forms. Classification of a part of analytical material – slogans (mottos) into the self-advertising group was determined by their structural-semantic specification, as well as allusive or direct references to known commercial texts. These slogans have been classified as the receiver's self-advertising texts, as in their structure they contain not only judgmental words, but also word connections of various kinds (open compounds, phrases, expressions and direct expressions) that evoke commercial-like associations. When creating slogans from this group, the sender, paying attention to the illocutionary force of the message, concentrates on creating an unconventional text that would contain some suggestions, cumulate positive emotions, suggest a choice or an action, give the receivers satisfaction from discovering an unusual word compound and demand some interpreting effort from them. Although this mini-text was supposed to be simple, understandable, and easy to notice, it should at the same time contain formal features such as succinctness, originality, or uniqueness (Šmid 2009: 290).

The examples gathered prove that slogan as original, sometimes absurd text, uses phonetic deformations, diminutives, negations, language hybrids and acronymization of the statement (cf.: *I would like to fall in love already*; *You know, I am not happy alone*; *I can do so much for you*; *LOVE YOU LIKE A BEER QFLOVE*; *No, I am not like Others*; *I don't want to not to want*; *I am not what I am*; *A little heart for a little Lady*; *I am looking for Ziomusia*; *A little darling for a little girl*), not following many times – similar to advertising texts and slogans – the criteria of language correctness.

Self-advertising slogans of the sender make up around 23% of research material. One of lexical forms creating self-advertising slogans is a metaphor[17], usually representing the substance of original persuasive

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[17] As components of statements, in this case metaphors also fulfil expressive function that makes the statement more vivid.

construction. Metaphors were also used by creators of dating service profiles as an announcement of the subsequent text directed into selfdescription, such as slogans relating to character qualities (cf.: *Closed in a cage with emotions...*; *A girl full of contradictions...*; *Dancing on a trampoline of emotions*), appealing to the personal characteristics (cf.: *Mysterious and interesting*; *Mystery with a bit of decadence*; *A woman with imagination...*; *The essence of life*; *A charade of intellectual perfection*; *A riddle and mystery to solve*) or to appearance features (cf.: *The essence of femininity*; *Body-Perfection in every inch*; *MY Body & Soul are Perfections*). Among the metaphors found there are also such which contain direct phrase to the receiver (cf.: *Open your eyes to me, even in the darkness*; *I am your light in your tunnel*; *Let me find a man in myself*) and by using hidden persuasion controlled the receiver's reply (cf. also: *All I have is in my heart*; *Let's give...the coincidences of asylum*; *I am looking for a bit of...*). Among self-advertising slogans there are such that contain in their structure well known phraseologies (cf.: *Take a first step...write*; *A woman of your dreams*), comparisons (cf. *Free like a bird*) or the structures of the opposite meanings (cf. *Gentleness and power*), in the form of antithesis (cf.: *For some ordinary, for others extraordinary*; *Ordinary extraordinary woman*; *Extravagant combination of fire and water*; *Anxious soul searching for peace, silence, consolation*).

In addition, the senders describing themselves creating slogans, appealed many times to the specific advertising texts, copying them (such as: *Breath of freedom...* < formula used in a washing powder advertisement: *Breath of freshness* as well as copied texts of advertisements: *Come and paint my world..., Limited edition*). The ways of emphasizing the meaning of the addressative forms were also taken from the advertisements (cf.: *I am to be explored, discovered by you*; *I am like a rainbow, which fascinates*) or advertising statements (cf.: *Hmm... there are reasons for murmuring...*; *Discreet friend*; *Give yourself a bit of luxury*). Worth quoting are forms of alogaph character (with a graphic variant of a letter, cf. *AngeL with HorNs*) as well as insinuating interpretative ambiguity (cf. *A girl with a temper and not only...*); using general quantifier (cf. *I am an IDEAL WOMAN for EVERYBODY*); of comparative character (cf.: *The service pearl...*; *I am a specimen of this portal*; *I am an extraordinary specimen*; *Unique specimen*) or using the mechanism of enumeration (cf.: *Grandma, buddy and a lover...*; *A man for 8 days a week and for 4 seasons...*; *Trendy – ok, positively active*).

Creators of slogans of such a type were also using other procedures – inter-textual appeals to the cultural works (refrains or song lyrics,

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for example *They call me Mary...*), revealing at the same time the name of the sender. Original slogans in this group can be numbered among those that use the mechanism of verbal joke (cf.: *A friend of a cheerful devil*; *Walking backwards I will be first!*). The generalizations using contact figures: personal expressions (cf. *I am the way you dreamed*; *I am like YOU*; *I am waiting just for you*; *I will find you one day*), quantifiers (cf.: *A man <u>for</u> <u>everything</u>*; *<u>Always</u> smiling*) or general expressions (cf.: *<u>Ideal</u> guy, People say, <u>ideal</u> doesn't exist, but...*; *<u>An extraordinary woman</u> for <u>an extraordinary man</u>*; *<u>Original</u> and <u>one of a kind</u>*; *I am an essence... of whatever you want... : P*) are also persuasive creative mechanisms of self-advertisements presenting the senders.

The allusions to the motto (cf. for example to the formulas connected with description: *Too few symbols and too little place for me to be able to describe myself*; *Too little room to write about myself*; *I don't have a motto...*; *...Without motto*; *Who made up those 40 symbols?...*; *I have a higher IQ than 42 symbols ...*; *Without motto, without copying*; *No distinguishing features...*; *I am not a commodity...*) or to the actual description (cf.: *The description is only for people without imagination ;P*; *It's a pity no one reads the description...*) appealing to the techniques of provocation are also very popular types of self-advertisement used by creators of such slogans.

Some examples of phonetic language games were also taken down from analytical material (such as rhymes, cf.: *I am sweet like apple pie*; *I Am Who I Am And Not What People Make Out Of Me*; as well as isocolons as forms of leveling the sound or the size of clauses, cf. *Daring-responsible*; *Practical – romantic*, paronomations, cf.: *Modestly speaking... I am... modest*; *I am Jarek – not a bad hound ;P*), which by imitating advertising verbal games were an effective attempt to get receiver's attention.

Properly constructed slogan in the profile of an Internet dating service should be a "carefully formed link, concerning language, which would use expressive, poetic lingual means in order to get the attention of a receiver concerning the whole message as well as to remain in his/her memory as an extraordinary combination of words" (Lewicki 1996: 69). One of the methods of achieving such effects is lack of a verb in the text of slogan, imitating timelessness and universality of a text (cf.: *Soft heart, hard ass…*; *Independent, tender, womanly, sensitive*; *Full of life*; *Interesting personality*). A similar effect was achieved through reduplication of imperatives (cf.: *GIVE ME A CHANCE NOW!!!*; *Write!!! Get to know me!!! Meet me!!!*) as well as through creation of a statement of open character also achieved through reduplication (cf. using ellipsis: *Tender, sentimental, I like dancing and...*; *Womanlike, intelligent and...*;

*nice, athletic...*; *Who I am nobody knows, even me...*). This type of self-advertising slogans concludes the register of persuasive mini-texts created by authors of personal dating profiles featured on the Internet.

Except the above-mentioned forms, within the texts-slogans, created by the users of an Internet dating service "Sympatia", the author's original classification can be made [18] in regard to the following two criteria: semantic-motivational, connected with controlling the receiver's reaction and structural-syntactical, meaning slogans – mottos (self)describing and (self)advertising the user. Particularizing the second classified type of slogans, they can be additionally divided into:

– **sentences indicating to a receiver the advantages of getting into an acquaintanceship** (cf.: *Thanks to me you will believe in love*; *You can steal horses with me*; *With me like in heaven...*; *With me you will never regret it…*);

– **declarative** (cf.: *I will find you, I will find you for sure...*; *I will be looking for you all my life...*; *I will find you even at the end of world...*);

– **statements creating the interest** (cf.: *You will see me, you will find out...*; *Discover my secrets*; *Fascinate me/Enchant me...*; *Come and learn how to read me*);

– **formulas provoking reflection/response/having an opinion** (cf.: *Is there someone who wants NORMALITY like me?*; *Are you also here by accident?*; *Is there anybody here like me?*; *Why does nobody read mottos?*);

– **suggestive texts** (cf.: *I am the best partner for you*; *You will nowhere find such a crazy guy like me*; *There is no other madman like me...*);

– **expressions using the contact figures** (cf.: *You are waiting for me and I am waiting for you*; *We are both looking for each other*; *We are looking for each other all the time*);

– **formulas (self)advertising the sender** (cf. *I am the best*) or **(self)describing him/her through using reduplication of the features** (cf. *Nice, normal*);

– **sentences exposing the sender's individuality, reluctance to "compartmentalization"** (cf.: *I don't like self-advertising*; *I don't like to advertise myself*; *Self-promoting myself racks my brain*);

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[18] Because the attempt to classify communicative intentions and ways in which they are linguistically encoded in statements (slogans) coming from pragmatics (the theory of speech acts) was the author's concept, some analytical categories used may be considered intuitional (based on gathered data). This can be justified by the fact that "performative (illocutionary) power of speech acts belongs to the most complicated problems in the communication theory." (Grabias 2003: 305).

– **expressions where the sender talks in the third person** (cf.: *He is wonderful*; *A person impossible to describe*);

– **sentences using certain modulators** (cf.: *Probably a super guy*; *I may be a good guy*; *Neither great nor perfect, but...*, *Almost Perfect*);

– **statements relating to well-known aphorisms and maxims** (cf.: *I prefer to be than to have*; *There are only moments that are beautiful in life*), including the texts that partly transform the advertising texts (cf.: *A woman dressed in intelligence* < *A woman dressed in the fragrance*; *It is worth with me* < *It is worth with Warta*) or funny advertising formulas stimulating a receiver to action, for instance *Move! You lazy dumplings...;P*; *As usual you are coming like a mustard after dinner...*;

– **structures using diacritical marks** (acronymization) **in the economic-corporative purposes of the sender** (cf.: *For4*; *U2 for me?*; *Hold on to me*);

– **expressions using single words, mostly adjectives in a describing function** (cf. *Nice*; *Crazy* or enumerating: *Nice, tempting...*);

– **formulas in the form of questions** (cf. *Maybe that's you?*);

– **credos, life maxims and sayings, describing the sender** (cf.: *There is no evil which wouldn't turn...*; *Better off as a couple than single*;

– **forms of expressions presenting the element of a wish** (cf.: *I am waiting for you and I will live to see*; *I am waiting for you the whole life*);

– **sentences imitating the dialogue** (cf.: *Yes, you are waiting for me...*; *You know, I am good for you*);

– **ambiguous formulas with erotic subtext** (cf.: *A guy with a big...*; *I will show you what is inside me P*; *I am inviting all men inside...*);

– **humorous sentences** (cf.: *A friend of your ex*;P; *Your NEW Mommy*; *Your super nanny*);

– **texts using various quantifiers** (cf. *Suitable for anyone 100% woman*);

– **statements where generalizations were used** (cf. *I am waiting for you here my lovely ladies*);

– **sentences which transform collocations** (cf.: *With no job and no woman*; *Beautiful woman to bite*; *What a master such a lady*);

– **forms using figures and stylistic tropes** such as metaphors, comparisons, paronomasias, antithesis in the persuasive purposes – similar to advertising slogans (cf.: *I am like Kevin Costner*; *I have a glitter in my eyes like Al Pacino* ;P);

 – **statements where used negations or repetitions were to expose the difference** (cf.: *Motto is such that there is no motto* ;P; *My motto is no motto*).

## 5. Conclusions

Research conducted on elements of Internet language is constantly changing on many analytical levels of linguistics and is the result of the Internet's increasing popularity as a form of communication; consequently, the Internet's appeal can be seen in the number of users who have different jobs and who are of different age – these same individuals are parts of groups who develop well-known systems which thereby give birth to new communication strategies and variants of communicative acts (illocution, perlocution) seen in the specific effects of language behaviours. In such context we can talk about constructing new social reality on the level of text and its reception (Bogunia-Borowska 2004: 34).

Collected analytical material proves that slogans (created as an announcement of the actual text – description of a sender) presented in a profile of users of an Internet dating service "Sympatia" may be defined as a short (not more than 42 diacritical symbols), easy-to- remember statement (sometimes one-worded) of logical structure and operating with the mechanisms of language games in order to summarize the text in an effective way (as a clear form – "a buckle" stapling all the elements together) as well as to create an interest and an impression on the biggest number of receivers and at the same time to influence on them interactively through the power of message (persuasion).

The analysis of slogans found in personal profiles of dating service users encompassed three elements: linguistic structure, meaning and practical determinants. Because of their informative and inducing function, assertive, commissive and directive acts belong to the most frequent speech acts in the macrostructure of user profiles at the "Sympatia" service. Expressive speech acts, not very numerous, fulfill a judgmental function. With the help of these acts the senders influence communicative behaviour of the receivers, organizing the dimension, meaning and character of the communication exchange. The description of speech acts structure allows distinguishing universal features, typical for communicative and linguistic acts performed by users of the discussed type of personal profiles.

As the presented analytical material shows, the possibilities of creating (self) presenting and (self) advertising slogans by users of dating

services are limited. The joining adhesive – the relevant feature of those formulas is a primary function of persuasion that controls self-awareness of the reception and the interactivity of receiver's visiting card (profile), "stimulated" and "encouraged" to undertake an action by various communicative-lingual mechanisms, the respond to an announcement. The issues described open a research prospect for further analysis of widely understood communication between owners of personal profiles at dating services.

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## ABSTRACT

Slogans (mottos) in internet dating profiles as a form of self-
presentation and self-advertising on the part of the sender

**Key words**: dating profiles, self-presentation, slogans

The article encompasses a socio-linguistic analysis of language
material – slogans that were obtained from the most popular Internet da-
ting service in Poland "Sympatia". As it has been proved by communica-
tion practice, when creating short messages with variable power and ex-
tent of drawing the receiver's attention, users of the popular dating ser-
vice most frequently refer to a few types of speech acts (representatives,
directives, commisives, expressives, declarations) and their sequence.
Considering the fact that language use always carries some intentions
encapsulated in a speech act, the aim of the essay is to distinguish typical
functional, semantic and syntactic features in a specific kind of texts, i.e.
slogans constituting a part of longer texts – personal profiles created by
dating service users.

The analytical material (over 400 slogans) was classified
(concerning formal-pragmatic criterion) into the following forms: (self)
describing and (self) advertising (that inter-textually, connotatively and
structurally relate to the advertisement texts). The analysis of the material
shows creative peculiarities of slogans presented by users of Internet
dating services, multi-variability of their diversity and primary
persuasive function, by which a sender wants to get the attention of many
receivers. Except the above-mentioned forms, within the texts – slogans,
created by the users of an Internet dating service "Sympatia", the
author's original classification can be made in regard to the following
two criteria: semantic-motivational, connected with controlling the
receiver's reaction and structural-syntactical, meaning slogans – mottos
(self)-describing and (self)advertising the user.