

STRESZCZENIE W JĘZYKU ANGIELSKIM

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Tytuł: „Niemiecko- i polskojęzyczna prasa lokalna w aspekcie językowo- kulturowym – genealogiczne studium kontrastywne”

„Deutsch- und polnischsprachige Lokalpresse aus sprachlicher und kultureller Perspektive – eine textsortenorientierte und kontrastive Studie“

The submitted doctoral thesis titled “The German and Polish-language local press in the linguistic and cultural terms – a contrasting genealogical study” is part of a trend of contrasting genealogical research and also includes inspirations from textology and press studies. The key concept for the following solutions is made of a genre [German: Textsorte], which is seen as a dynamic and conventional communication example. Genres develop as an answer for the needs of a certain linguistic community. As a result of evolving demand, the genres are subject to constant modifications. It is important to add that they do not exist in the idleness, but are rooted deep in the culture and evolve along with it. Besides the genealogy part raised in the thesis, the cultural aspect will play a key role understood in two ways: first in the context of species regarded as a cultural category (cf. M. Bakhtin 1986, A. Wierzbicka 2017, U. Fix 1998; 2008), but also in regard to a good deal of literature in the local press, which contain cultural elements manifested in the way certain local events are reported or also expressing attitudes towards tradition. This cultural element is manifested in the way specific local events are presented or attitudes towards tradition are expressed.

The main topic of the following thesis is a detailed comparative analysis of press genres taken from the German-language and Polish-language local newspapers. An empirical analysis helped answer the following questions: How do the traditional press genres work in today’s communication environment? To what extent do traditional typologies remain relevant in the studied texts? What modifications are being done within a certain genre, and what could be the purpose of these modifications? To what extent will the research help discover differences and similarities between two cultural writings in structure, function, and the way of message (in the image of the addressee and recipient written in the text)? How and in what genres does local culture manifest itself? What cultural aspects are revealed in particular press genres?

The research body consists of two local magazines from which the press genres were taken for analysis. The first is the Polish regional monthly magazine “Obiektyw Jasielski” and the second one is the German quarterly magazine “Füllhorn” – both of them are presented thoroughly in chapter three of this thesis.

The preparation phase of writing the doctoral thesis was a preliminary text selection, which were published in the two local magazines named above. It showed that the research material is rich enough to enable a detailed characteristic of the selected genres. They contain references, press releases, essays, and feature articles. It is important to underline that the empirical analysis was conducted in two stages, which means that the analysis of the news genres were selected from each magazine two genres each (i.e., ten copies of references and press releases). In the case of journalistic genres an exemplary analysis was carried out on journalistic materials, for which two genres were selected from each magazine (i.e., four essay copies and problem-oriented reportages). My method is based on the analysis of selected texts from the perspective of the author (the linguistic means they use, their views of the addressee, their way of talking about tradition) and in the terms of the function realized in the texts.

The thesis is divided into a theoretical part and an analytical part. The thesis consists of three main chapters, the first two represent the theoretical part, while the third chapter contains an empirical analysis. Chapter one introduces theoretical fundamentals and the research status on the genre category in two research traditions: German studies and Polish studies. The discussion focuses on the following issues: a) the definition of the text considering its diversity and evolution; including the text’s main criteria – from the structural, semantic, and pragmatic aspects to the cultural ones and their meaning for further analysis; b) an outline of two research perspectives were presented separately: German studies and Polish studies; in the German studies the perspective took into account genealogical approaches and those related to text linguistics, highlighting in this case the most important concepts of the German researchers and their influence on the development of modern research on genres; from the Polish studies perspective (similarly to German studies) they present research directions on the genre category, highlighting the most important concepts prepared by genealogists, who have made significant contributions to the development of research on text genres; c) presents Stefania’s Skwarczyńska’s theory, which had a huge impact on the development of genre research in Poland; it discusses her approach to genre as a dynamic category; d) at the end of chapter one

the opposite topic is raised and pointed out its methodological importance for comparative analysis of press genres.

The second chapter of the thesis presents the characteristics of selected press genres, which are analyzed in the third chapter in detail. Bearing in mind that the research body consists of local magazines from two different language areas, in the theoretical part (subsections 2.3 and 2.4) an attempt was made to identify German equivalents of Polish press genres (selected for analysis) and then to check how often they appear in individual magazine issues, which made it possible to check the validity of empirical analysis. It is imperative to understand that the second chapter focuses on the characteristics of selected press genres. Both the general press texts determinants and their detailed division into two types of journalism are presented, i.e., news and opinion pieces (the thesis does not discuss borderline genres, which is a third pillar of journalism). It should be emphasized that the press genres are located within certain and above-mentioned types of journalism. Subsection 2.3 presents two types of news genres, which are press mentions and press releases, as well as their German equivalents. Subsection 2.4 mentions about journalistic genres, essays, and feature articles.

The third chapter is the analytical part of the thesis. Its aim is to compare selected press genres in the local Polish- and German- language press from a genealogical, linguistic, and cultural perspective. Subsection 3.1 analyzes five mentions from the Polish monthly magazine “Obiektyw Jasielski” and compares them with the German equivalent, i.e. *Meldung* (the texts come from the German quarterly magazine “Füllhorn”). Each of the subsections that are about news genres have been expanded by an additional subsection showing how local cultural environment impact the form and function of the selected genres. Subsection 3.3 contains a comparison of five Polish press reports with their German equivalent, i.e. *harte Nachricht*.

The remainder of the third chapter focuses on comparing essays (3.5). The next subsection 3.6. discusses hybridization processes within the essay. The last subsection 3.7 analyzes problem-oriented reportages. Although the subsection on reportage has not been expanded with an additional subsection, it discusses the culture influence on problem-oriented reportage and the hybridization processes taking place in them.

In reference to the empirical part of the thesis and the used research tool in them it needs to be emphasized that the analysis of the discussed news genres have an exemplary character. The choice of this kind of analysis is conditioned by the range of press material – selected texts (essays and problem-oriented reportages) are broad, that is why a detailed analysis within an individual subsection cannot be done, in contrary to shorter news genres.

It is worth mentioning that the characteristics of press genres were not taken only from the approaches and research of genealogists, including Maria Wojtak (2004) or Heinz-Helmut Lüger (1995), whose assumptions form the core of the work, but also from the achievements of press experts such as Zbigniew Bauer (1996; 2000) or Ryszard Jedliński (1984). The genealogical perspective enables the description and classification of press genres, including formal, compositional, and stylistic traits. Press studies then again show the functioning of press genres in the media reality taking into account their formal, compositional, and stylistic traits. Press research shows the functioning of press genres in the media reality, i.e. their communicative role (aims), social context, responsibilities toward the viewers, and position in the press system. The combination of both approaches enabled not only to take hold of formal determinants of genres, but also to understand their meaning in journalistic practice and in the process of social communication.

The inspiration for writing this thesis was Maria Wojtak's monograph (2004) about press genres, in which the researcher analyzed what she considered her three most important types of statements, as she wrote herself, "created by professionals (journalists)" (Wojtak 2004: 7). It's of course about informational and journalistic genres, as well as borderline ones, such as essays and reviews. Wojtak (2004) examines genres, which authors are professional journalists, while in the following dissertation the text authors are seniors who treat writing as a hobby. It should be highlighted that in Wojtak's monograph, the illustrative material consists of a variety of texts from the everyday press (national and regional) while the research body of the following thesis consists of two local papers. It's important to bring to light at this moment that in Wojtak's analysis (2004) the fundamental meaning is attached to the category of the genre model, which contains structural, cognitive, pragmatic, and stylistic aspects; this approach acts as a reference point for the present study as well. Referring to Wojtak's monograph (2004) gives this thesis not only solid theoretical or methodical fundamentals, but also crafts it within a broader trend of research on linguistic genealogy, because it expands it with a dimension that has been less often described, i.e. research on local press in general.

The following dissertation introduces a new perspective, showing how press genres are realized in a non-professional way (in the local press created by seniors). The analysis conducted out in this work are a continuation and an extension of a recognized research tradition because they transfer it to a new and less obvious ground.

The partial adoption of Wojtak's (2004) proven research apparatus made it possible to draw comparative conclusions regarding the degree of adherence to genre norms in the press created

by amateur seniors. This thesis also showed how the theoretical assumptions work in practice of amateur creativity.

In the analytical part, the first press genres to be compared were Polish mentions and the German *Meldungen*, which were discussed from their structure's point of view (title, subtitle, lead, body text), function, title block to which they were assigned, or stylistic steps or specific techniques used by the author to make the texts more attractive.

The conducted analysis of mentions and their German equivalent *Meldung*, showed that in both research areas similar models are used, which are unique for texts that have an informational character. In Polish studies, this model consists of answers to six classic questions according to Bauer (1996), while in German studies the informational genre should contain a series of answers to additional (specific) questions. In between the Polish mentions and the German *Meldungen* I noticed a very significant difference, which is that the Polish texts are distinguished by a simple structure, which brings them closer to the canonical model of mention, while the German *Meldungen* can consist of even several paragraphs, which greatly differentiates them not only from the Polish mentions, but also from the canonical model of the German *Meldung*.

The analysis also proved that the informational texts are to some degree susceptible to transformation within the genre. Besides the fact that they have solid foundations which is the canonical model, in media practice they need to adapt to the communication context (in this case the local press), viewer expectations (speed of delivery, attractiveness in form) and the distribution channel (in this case, the paper version). There is no basis to conclude that under the influence of these transformations the informational genre loses its genre identity. Despite its flexibility and variability, it remains unchanged thanks to the key factors such as: facts delivery (informational functions, which is parent), the schematic nature of composition (including the inverted pyramid principle) and the hunt of reliable and objective communication. In conclusion, news genres could also be subject to transformation, but until the fundamental determinants (aim, structure, function) are preserved, this does not fundamentally impact their identity. However modifications that affect the news genre structure can lead to the creation of intergenre hybrids.

The analysis of one of the German texts within *harte Nachricht* proved that the cultural aspect can act as a catalyst for hybridization processes in relation to press genres and more extensively to media communication. The cultural aspect not only promotes hybridization, but is often its

main inclination. The formation of genres is not only up to genealogical rules, but more importantly on cultural and social conditions that determine the expectations of the population towards the press and the media. Referring to the above-mentioned text representing *harte Nachricht*, it is important to state that it was its subject matter (focusing on the taboo topic of hearing loss or complete deafness, as well as the lack of social awareness) that initiated the genre transformation. It is important to highlight once again that the themes rooted in the culture of a particular community do not change the basic determinants of genre, but (as mentioned above) can lead to the creation of hybrid variants that stretch the boundaries of the genre. In the case of Polish press releases, which is part of the informational genre and whose content should be objective and neutral, I have noticed stylistic steps that differentiate from the canonical model of this genre and that gives it an original character, and sometimes even lead to the deformation of the structure of the informational genre. In other words, this phenomenon could lead to a violation of the structural plane of the genre, i.e., the layout of information (the inverted pyramid principle), the pragmatic plane – the pursuit of objective reporting on facts – or the stylistic plane – the use of simple and neutral language.

Another press genre which was analyzed in this thesis is the essay. When discussing the essay in the theoretical part, I highlighted that I would identify it with an attempt or a method of recognition and understanding of a selected part of reality. At this moment, it is important to emphasize that the selection of four essays for analysis should not be understood as a selection of four representative essayistic texts. One cannot talk about the selected texts representativeness if the fixed essay genre traits in both research areas have not been defined. That is why the following exemplary analysis should be understood as the integration of Kristen Adamzik's (2001) claim, who proposed getting rid of the *classification* [Klassifizierung] definition and replacing it with a *description* [Beschreibung] definition. Moreover, every essay selected for analysis I treated as individual work with a unique tie of traits and focused on them, which can be described as original, special, and can bring significant value to the field of linguistic genealogy (cf. Adamzik 2001). It is also important to realize that essayistic texts are usually embedded in a wide cultural context, which can be described as their inherent attribute. The main point of this case is to put a subjective reflection (expressed in the texts) in tradition, history, and literature. Moreover, the culture in essays manifests itself through the interpretation of the author's experiences in relation to common traditions and customs; by asking questions that go beyond the individual, addressing global issues; or by connecting individual memories

of the author with the values of a particular community (religious beliefs, customs, shared history, and its roots).

The hybridization of the essay is led by cultural processes. In this case it can also be described as a type of a cultural text. The cultural context in which the essay is embedded sets the structure for possible ties within this genre. To focus on the conclusions within this range, after conducting the analysis of four essays (from local magazines), it can be concluded that in the German essayistic texts traditions and modernity are confronted with each other, they show how the value system has changed over the years, indicate social and universal problems that people have always struggled with but which are often not talked about (such as loneliness).

Not only essays are characterized by hybridity. The last type of text analyzed in this thesis is the problem-based reportage, which is similarly complex, complicated, and difficult to take hold of like the essay. Although the reportages are considered informational texts, the starting point was taken from Kostenzer (2009), who in her research on literary reportages concluded that they should be treated as hybrid genres. The following dissertation assumes therefore that since in the literary reportage it is possible to combine journalistic style (in the journalistic sense) with literary style, then it can be also assumed true for problem-based reportage (from the local press). Since the problem-oriented reportage balances on the border between literary style, such as detailed descriptions, metaphorical expressions, or a subjective narrative style. That is why the openness for the adaptation of fixed elements of different genres or just combining the elements of their style extends the boundaries of reportage and contributes to the processes of hybridization taking place within it. There is a need to emphasize that the hybridization processes can take place with varying intensity. The issue of style interpretation and the frequency of this process goes beyond the span of this thesis and is a subject of research in the future. Taking into account the fact that reportages are often a type of hybrid text due to the complexity of the described phenomena, it would be beneficial to analyze the German genre *Bericht* [report], which is treated as an informational genre and to check whether the daily press (and even in the local press, created by professionals) contains so called stylistic borrowings from literature or journalism.

The following thesis opens up a new perspective showing how press genres are being run in a non-professional environment (in the local press created by seniors). It cannot be denied that the development of digital media and ongoing hybridization processes mean that classic typologies should be completed during the analysis of the latest, modern-day texts. They cannot

be completely abandoned, but should be treated as an important starting point for analysis. It is important to skillfully use and apply traditional typology in empirical research and according to Adamzik's (2001) postulate, to search for original and unique traits that will allow the researchers to track dynamic changes in communication practice.