



## Polish and Norwegian Advertising Texts – Linguistic Analysis

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**ABSTRACT:** The following research incorporated newspaper advertisements of the most popular grocery stores in Norway and Poland in the category of small chain stores and medium-sized stores. Focusing the study on the verbal message allowed for an in-depth analysis of linguistic aspects, as presented in detail in this article. The linguistic material was collected at the same time in both countries (from September 20 to December 31, 2021). The research methodology of the collected material included analysis of the linguistic structures and content of the advertising message, allowing for understanding the mechanisms of consumption

and anticipated purchasing reactions. In addition, I observed trends in consumer preferences. Conclusions: basically, advertisements in newspapers for Norwegian and Polish customers are not radically different from each other. All judgements about the world as a global village from the point of view of the conducted analyses are justified. The circle of values for both contemporary societies is similarly exposed, and although the accents are distributed differently, it does not change the overall picture of the situation. The differences that appeared in the analyzed material come down to differently-placed accents on value.

**KEYWORDS:** culture; values; consumerism; Polish advertising; Norwegian advertising.

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## 1. Introduction

The statement that consumption in the modern world is of colossal importance and has become a symbol of a developed society sounds like a cliché. Just as Jean Baudrillard's [2005] theory of simulacra about the disappearance of the real world under the pressure of advertising is no longer a starting point for discussion. Yet still "Advertisements are the richest and most faithful reflection of everyday life and of all human activities that any society has left behind" [Marshall 1975: 126] and they are worth studying in every social context – including the image of consumption and the ever-changing realities of life.

An advertisement is the provider of values in items, defining the object of advertising as the only possible way to achieve them. The inventiveness of its authors leads to the creation of hyper-reality or hyper-real spectacle, and makes the advertisement define the nature, essence, and the value of desires. Thanks to communication techniques, advertising has become a tool for stimulating consumption and human cravings – it imposes on the recipient a view of the world to which he/she submits [Baudrillard 2005, 137–144].

Consumption is associated with almost all areas of social reality, defined by some researchers as the fundamental activity of modern man, which prevails over other human behaviors – we consume goods, materials, experiences, the body, even culture, and of course meals [Bauman 2007]. The concept of consumerism – so important for the contemporary culture – is difficult to define, and the literature on the subject provides numerous definitions which can be grouped as focusing on the satisfaction of needs, consuming the good – using up the purchased object, and buying and acquiring. The subject of this study will be consumption in a simple perspective – purchasing products that meet basic human needs, i.e., buying food.

Consumer behavior is related to accepted or professed values. Man as a social unit feels the need and even necessity to know and to uphold values. Values themselves are related to human activities – work, culture, and behavior – hence they do not exist in isolation, but always in a social context. Values – meaning everything that is important and valuable for man – were already the subject of axiological analysis in ancient Greece [Galbraith 1992], but also today they constitute a significant stream of cognitive inquiry in many fields of science because, as Roman Ingarden believes: "Without direct and intuitive contact with values, without the joy that this contact gives him, man is deeply unhappy" [Ingarden 1988, 256]. The analysis of the world of values is a way to learn the laws governing our reality, and it is possible through the language in which the system of evaluation and norms of behavior is fixed [Bartmiński, Tokarski 1986; Puzynina, Zdunkiewicz 1992].

The subject of my interest covers not the values themselves, but only those values that guide the consumer when making purchase decisions – and in fact, only those values that the creators of advertising newspapers for customers of grocery chains decided to expose. The choice of such and not other values is not a matter of coincidence, it is not directed into a vacuum – as we know – advertising activities are supported by consumer research, each advertisement is created on the basis of detailed studies of behavior, expectations and attitudes of buyers of goods.

The significance of boundaries and cultural divisions is becoming less relevant to many areas of social life – the progressive interdependence connects communities and societies on the political and economic level, which has direct implications for advertising. The popular and often imitated or even copied pattern of the American lifestyle becomes dominant, which promotes consumerism – regardless of geographical location.

The reason for analyzing texts from Norway and Poland was the fact that Poles are the largest national group residing in the Norwegian kingdom. It is certainly very interesting to examine what common elements there are in the perception of the world and what differences exist in both cultures. This preliminary analysis of advertising texts may become a contribution to further research.

This analysis may be an introduction to research on the characteristics of values in a consumer society. Systematizing and hierarchizing these values in the context of Polish and Norwegian advertising messages requires an extended study.

Nowadays, it is no longer possible to study linguistic phenomena in isolation from the data brought to us by historical and cultural psychology as well as cultural anthropology. Upon realizing the perception of the world as a global village, linguistic research should be carried out in the context of the influence of culture on the human mind. Thanks to this view, it is possible not only to get to know the linguistic and cultural phenomena surrounding us directly, but also be tempted to think more broadly, transnationally, which will incorporate the ways of conceptualizing the world in other cultures.

## **2. Language and Culture**

The starting point of the presented analyses is the interest in the relationship between culture and language – identifying such relationships requires focusing on the cultural specificity of language in the context of differences and similarities in the linguistic awareness of defined representatives. According to Wilhelm von Humboldt, language reveals what is important and what is essential in a national culture [Humboldt 1999]. Linguists argue that the use of a language,

and consequently the image of a given country and its culture, influences our personality and determines the way we perceive the world [Bartmiński 2009; Whorf 2002; Wierzbicka 1992].

Research conducted in 2006 by Nairan Ramírez-Esparza (University of Connecticut) confirms this thesis as it proves that language cannot exist without the culture it comes from, because people naturally perceive themselves through the cultural values of the language in which they communicate [Ramírez-Esparza 2006].

The presented article primarily uses the analysis of grammatical and dictionary structures in terms of the content and values presented in advertising slogans that are in line with consumer trends. It is therefore necessary to discover linguistic mechanisms that show the relationships and dependencies between language and the culture of society. More precisely, the study of culture through the values contained in language – the analysis of the system of semantic choices and categories of language, i.e. valuation, evaluation, and as a result, behavior, choices and actions [Anusiewicz 1994].

### **2.1. Language – food**

Speaking and language are two universal human characteristics, independent of culture and latitude. However, the detailed characteristics of both elements are already culture-dependent, varying in terms of many factors, e.g., lifestyle, situational context. The existing huge differences in cultural behavior are a natural consequence of the diversity of human communities [Gerhard 2013]. Furthermore: “Consumption of food – reveals much about power relations and conceptions of sex and gender, for every coherent social group has its own unique foodways. Foodways influence the shaping of community, personality, and family” [Counihan 2018: 6].

The way we speak, and our eating habits are based not only on individual choices, but also result from social conditions in which we live. Food does not become just nutrition, but also a vehicle for communicating information through its style of meals and unique dishes. Even some researchers believe that food and national languages build national identity [Fellner 2013]. Hence, linguistics seems to be an appropriate area of research into the relationship between the language of food advertising and the language of two communities.

### **2.2. Food as a value**

Many researchers emphasize the negative aspects of consumerism [Ankerstein 2013; Baudrillard 2005; Bauman 2007; Fukuyama 2017; Ritzer 2004], which include, among others, the disintegration of the spiritual sphere of modern

man by departing from values that traditionally build human consciousness. As already mentioned, human life is related to a system of ideas and man cannot fully function without such references [Ingarden 1988: 256–257]. However, departing from some values does not cause emptiness – it causes the adoption of other, often completely new, values. Apart from the fact that obtaining food is the basic element of human existence, in the modern world – in the age of consumerism – it acquires new meanings and values. Marcel Proust's book *In Search of Lost Time* [pl. *W poszukiwaniu straconego czasu* 1938] shows that taste has its undeniable value – it can recall lost childhood memories, and the chain of associations allows to move one's thoughts to the past. In such a context, food acquires an exceptional value, also for the modern consumer – it assumes symbolic meanings. Contemporary changes and reevaluations are reflected in advertising messages – the reference to a value system attractive for the recipient guarantees economic success. The creators of advertisements are aware that consumers will be more inclined to purchase food that corresponds to their values, and for that purpose they make advertising messages more attractive in this respect. Focusing research interests on the language of values in the context of food advertising can be a favorable starting point for analyses in various research disciplines.

### 3. Consumption in Norway and Poland

In the Norwegian society, the preparation of meals becomes a kind of ritual, a way of life; it is no longer just a simple satisfaction of human needs. We may even risk a claim that it is becoming a high moral value – meals prepared from scratch from ecological products, prepared at home, are an ideal model. Gaining information about healthy food and ecological ways of producing raw materials is in a good tone – it becomes a positively valued activity. One can even risk a statement that acquiring cooking skills and improving one's competence in this area is perceived as something important, even more important than food itself – it is the basis for building one's identity. There is a growing percentage of people who imitate professional chefs and cooks who share their experience and knowledge on social media. Meanwhile, images of Norwegian chefs play a very important role in advertising campaigns and various ways of influencing consumer behavior (for example: in *Kiwi* by Tina Nordström, in *Rema* by Erling Sundal, Terje Næss, Bent Stiansen – data from 2015) [Bugge 2015].

In Poland, the popularity of television cooking programmes (for example *MasterChef Polska*) is growing and preparing a meal is similarly taking on the characteristics of an entertainment or ritual activity. The interpretation of the results of research on consumer behavior of Poles from the same period

as described above in the Norwegian society shows that 73% of consumers pay attention to the place of production of goods, except that only in the case of 40% this is one of the factors determining the choice of the product; 42% of consumers rarely pay attention to eco-labels on packaging; more expensive but environmentally friendly products are chosen by 27% of consumers [Łazorko 2016]. The conclusions drawn from such data are as follows – Polish consumers are not willing to make choices under the influence of environmental factors, and environmental slogans are not a decisive factor when choosing food products. When making purchase decisions, a large group of Polish consumers do not consider the aspects of sustainable development; the primary purchase criterion is price, while other issues remain either irrelevant or are taken into account further [Łazorko 2016].

#### **4. Research material – analytical assumptions**

The research material encompasses advertising newspapers of the most popular grocery stores in Norway and Poland from the category of small chain stores and medium-sized stores. The selection of stores is refined – they were selected in terms of similar nature of stores and the almost identical target of individual chains. Five Polish newspapers advertising stores were analyzed: “Polomarket”, “Netto”, “Biedronka”, “Lidl”, “Intermarché” and six Norwegian newspapers from Meny, Kiwi, Joker, Rema, Coop and Bunnpris stores. The difference in the number of the materials analyzed was caused by the necessity to create a reliable material sample – Norwegian newspapers have an average of 10 pages, as opposed to the more extensive Polish-language material. In addition, to create a reliable comparative material, paper editions constituted the subject of the research, which allowed for precise distinction of the store’s offers from the advertising campaigns of individual product brands. An argument in favor of using paper editions of advertising newspapers is their non-declining popularity in Poland and Norway – according to a 2015 study in Norway – 51% of women and 30% of men regularly read such newspapers [Bugge 2015: 287]. In Poland we have more up-to-date research showing that currently (2023) as many as 62% of respondents consider advertising leaflets to be a reliable source of information and the number of consumers using advertising leaflets is increasing [ISBiznes 2024].

In my analysis, I focus on the verbal message because the image is only a complementary element here – unlike television or Internet advertising – pictures of packaging or well-known products are not a decisive factor in purchasing decisions. Besides, it allowed for an in-depth analysis of linguistic aspects and a precise presentation in this article.

Linguistic material was collected at the same time in both countries – from September 20 to December 31, 2021. The choice of autumn for these research samples was not accidental – it is a culturally similar time: awaiting holidays and a similar calendar of events, which did not significantly affect the differentiation of the research material. During the surveyed period, in Norway there were autumn holidays in October (the exact date depends on the region), Father's Day (the second Sunday of November), while in Poland, November 1 is the day of remembering the deceased loved ones, and November 11 is Independence Day. However, the nature of these events did not have a significant impact on the presentation of food products, and the different way of celebrating Independence Day in Norway and Poland (in Poland the celebration of independence is not as common and special as in Norway) did not affect the advertising message in the analyzed newspapers.

### 5. Low price is a value

It is important to recognize the role of vocabulary appearing in advertisements as it is a source of knowledge about the meaning of the language of individual countries and, above all, it indicates the characteristics of a given society and its cultural environment. To begin with, it is worth analyzing the slogans advertising the indicated stores in the customers' newspapers. An important element in these slogans is the circle of words related to price – it constitutes a value for both Norwegian and Polish customers.

Among Norwegian stores, the Coop chain deserves attention, which made "Gjør det billig!" [Make it cheaper!; "Coop"] its main slogan. The imperative mode used here is important – *make* – is a direct form of addressing the customer, and an encouragement. This grammatical form is supposed to give the impression that the initiative is on the customer's side, something depends on him; he himself influences the surrounding reality. In this way, an appreciated customer feels that he has the power to make things happen – he can believe that he exerts an impact on prices and, thus, on his low expenses. On separate pages, there also appears a slogan encouraging people to buy food for children: "Gjør småbarnslivet billig!" [Make childhood cheaper!]. In such use, the persuasive power of the imperative mode is intensified – with his purchase decisions, the customer affects childhood – a very important period in everyone's life. Here, the recipient of this advertising becomes the creator of reality, and the tools that allow him to do so come down to the category of price as a value. Moreover, the following slogan: "Det du kjøper mye av enda litt billigere!" [You can buy more for even less (money)!; "Coop"] was repeated on every page of the newspaper for the Coop chain customers.



The Meny store in the analyzed period did not have only one slogan assigned to the brand – the chain operated with several formulas: “Endelig helg!”, “Helgens tilbud!”, “Ukens beste tilbud!” [It is finally the weekend!; Weekend offer!; The best offer of the week!; “Meny”]. Such slogans were supposed to encourage the recipient to check the offer of the store, and to convince him that it is worth using the services of this grocery chain. The most frequent slogan was: “Vi er billigere enn du trost!” [We are cheaper than you thought!; “Meny”] because this store is perceived as more expensive than other grocery chains of this type in Norway with its offer directed to more demanding customers. The slogan is supposed to encourage people to abandon schematic thinking and to change their behavior. Additionally, the cover page of the newspaper often contains information that complements this message: “Stort utvalg – billigere enn du tror” [Large selection – cheaper than you think]. “First Prize er vårt billigste alternativ på over 200 hverdagsprodukter” [The First Prize is our cheapest alternative to over 200 food products; both quotes: “Meny”]. The word *alternative* suggests a choice that the customer can make.

The basic advertising slogan of Rema stores in the analyzed period was: “Alltid lave priser” [Always low prices]; it draws the recipient’s attention to the word *always*, indicating the invariability and permanence of the price ceiling. Other slogans also direct attention to low prices: “Vi gir oss aldri på pris” [We always offer good prices]; “Kiwi mini pris”! [Kiwi mini price!; both quotes: “Kiwi”]. Price is similarly important in the main advertisements of the Bunnpris chain: “Vi senker prisen” [We lower prices]; “Billig middag” [Cheap dinner; both quotes: Bunnpris]; as well as in the Joker chain: “Variert utvalg og alltid til en god pris” [Varied selection and always at a good price]; “20-kroners Marked” [Sale of articles for only 20 crowns]; “Ukens 10’er” [A weekly offer of items for 10 crowns each]; “Vi spanderer den billigste” [We sponsor the cheapest; all quotes: “Joker”].

Polish food chains also point to price as a value “Codziennie niskie ceny” [Everyday low prices; “Biedronka”]. The word *everyday* refers to the assurance of price stability – it is supposed to convince the customer that nothing will change in terms of low prices. Intermarché stores advertise with a constant slogan of: “Świeżo. Tanio. Z optymizmem” [Fresh. Cheap. With optimism; “Intermarché”], which is also supposed to draw attention to prices. Detailed analysis of the Polish advertising material shows that most of the information in customer newspapers concerns the price of products. The customer’s attention is supposed to be attracted by slogans that convince him of the attractiveness of prices: “Prawdopodobnie najtańszy dyskont w Polsce – duże i komfortowe zakupy” [Probably the cheapest discount store in Poland – large and



comfortable shopping; “Netto”]; “Warzywa w dobrej cenie” [Vegetables at a good price; “Netto”], “Słodkość w dobrej cenie” [Sweetness at a good price; “Biedronka”]; “Ale tydzień Ale ceny” [What a week what prices; “Biedronka”], “Tak tanio!” [So cheap!; “Lidl”].

The repertoire of words related to price is limited – the basic forms include *cheap*, *cheapest*, *inexpensive*. Prices are referred to as *low*, *good* and *great*. Juggling of words within the categories of *small-low* and a positive price valuation is observed. It is immediately visible in the analysis that a low price as a synonym for saving has become a value in itself.

What draws attention in Lidl advertisements is the very precise information about price reductions – 53%, 52%, 81%. Such detailed calculations are to convince the customer that the prices have been calculated with exceptional accuracy and have been precisely adjusted to market realities and the customer’s needs. Further, this store uses the slogan: “Lidlowe ceny” [Lidl prices; “Lidl”]. The adjective *lidlowe* [Lidl-like], coined after the name of the company, becomes a synonym here for *low – good – appropriate*, while combined with the noun *prices* it enhances the association mechanisms indicating that the prices in this store are beneficial for the customer. The *lidlowy* eponym, through the way it is created i.e., from its proper name, acquires a metaphorical character and better appeals to the recipient.

For both Norwegian and Polish customers, the low price is an economic value. The mere purchase of food to satisfy hunger has no value, only the purchase of goods at a good – low price is valued positively. In Polish advertising newspaper, price is the most important element of the entire advertising message – it is constantly emphasized, mentioned and indicated, while in Norwegian materials the price position is differently accentuated.

The explanation for such differences is quite simple – the price is not as important for a Norwegian customer as it is for a Pole. The analysis of economic data on GDP for Poland and Norway is not an ideal indicator of the material status of people; however, for the purpose of humanistic research, it illustrates economic differences well – GDP for Norway – 62 650 in 2020, which gives the 7th place in the entire ranking, just behind the USA, while Poland with the result of 33 880 is on the 37th place [OECD 2021]. An important feature of the consumption image in terms of price is explained by the information on the advertising newspaper page of the Meny store in Norway: “Faste knallkjøp er en fast lav pris på noen av våre mest solgte produkter” [Fixed bargains mean fixed low prices for some of our best-selling products; “Meny”]. We can say that we have a feedback picture here – good buys are purchases of low-priced products that sell well because they are at an attractive price.

## 6. Time as a value

Lakoff and Johnson rightly put it: “understanding and experiencing one kind of thing in terms of another” [Lakoff and Johnson 1980: 5]. Following the mechanisms of metaphor, advertising transfers specific features to promoted items to attract the customer’s attention. One such category is time, which is of value to the modern consumer. Food is no longer a value in itself, it must involve some other elements – time, and above all saving it, can be a magnet for buyers. In the material studied we have the creation of time – because we cannot ignore the time limits that we are subject to – the inevitability of the passage of time is an insurmountable barrier; that is why, the creators of advertisements create performances in which speed becomes the creator of reality [Ritzer 2004: 257–262]. The image of a meal that can be prepared quickly – becomes attractive to the consumer, because it gives the illusion of control over time, and the time saved can be used for other pleasures. The Kiwi chain of stores in its main advertising slogan assures of quick – instant shopping “Kjøp kjapt, trygt og billig!” [Buy quickly, safely and cheaply!; “Kiwi”]. Similarly, other stores highlight time saving by encouraging online shopping: “Få hele meny levert hjem med Meny Nettbutikk” [Get the whole menu delivered home from Meny – the online store; “Meny”]. Not only the time of shopping is an important element, but also dishes that do not take long to prepare are attractive to consumers: “Rask & God Middag” [Fast and good dinner; “Bunnpris”]. Frozen food and quick meals that are easy to prepare are advertised in this way. In addition, the same network advertises goods under the following slogans: “Billig Middag – rask & enkelt, Kort & Godt. Travelt? Prøv digg fiskesuppe eller thaisuppe som kun trenger oppvarming” [Busy? Try fish soup or Thai soup – you just need to heat it up; “Bunnpris”]; “Smarte oppskrifter i en travel hverdag” [Smart recipes in a busy everyday life; “Rema”]; “Rask & gode middager” [Fast and good dinners; “Bunnpris”]; “Raskt og enkelt!” [Quick and easy; “Rema”]; “Enkelt, godt og rimelig” [Simple, good and beneficial; “Rema”]. Focusing only on one element related to the passage of time through the adjectives: *quick/fast, instant, short* represents a reference to speed, dynamism, changes in a short time, doing something in a short time without unnecessary delay – it builds a metaphorical picture of time saving. Expressions drawing the customer’s attention to speed as the only element associated with time create an image of time beyond rationality, in which we can win by saving it. Similar images are built by advertisements which convince that something takes a short time: “Du trenger til middagen bare 30 minutter” [You need only 30 minutes to make dinner; “Meny”]; “Nys-tekt brød på minutter!” [Freshly baked bread in minutes!; “Kiwi”]; “Nydelig suppe klar på minutter” [Delicious soup ready in a few minutes; “Bunnpris”];

“Middag på 15 minutter” [Dinner in 15 minutes; “Rema”]; “Hver uke gir vi deg enkle og smakrike oppskrifter som kan lages på under 20 minutter” [Every week we give you simple and tasty recipes that you can make in 20 minutes; “Meny”].

In Polish advertisements the noun *time* as a key word appears less frequently: “Proste danie SZYBKIE PODANIE” [Simple dish, quick serving; “Intermarché”] – an advertisement for ice cream, ready-made salads or products which only need heating. The word *simple* meaning ‘uncomplicated’ suggests that something will not consume time: the juxtaposition of *simple-quick* words is metaphorically evoked in the category of saving time. Similarly, in Norwegian the slogans of: “Raskt og enkelt!” [Quick and easy; “Rema”]; and “Med Billigmiddag blir hverdagsmiddagen litt enklere” [With Billigmiddag products everyday dinners become easier; “Coop”]. Most often, in Polish advertisements, the category of time is indirectly evoked by pointing to the possibility of buying ready-made dishes: “Mięso gotowe do pieczenia w supercenach” [Meat ready for baking at super prices; “Lidl”].

In the analyzed material, we have a twofold approach to time – either one has to manage it well by saving, or one can experience time well. The second approach is mainly characterized by Norwegian advertising. First of all, time is a positive category: “God tid til god frokost” [Good time for good breakfast; “Bunnpris”]. Hence, there is a need to pay attention also to this aspect of reality: “Endelig helg!” [It is finally the weekend!; “Meny”]. The slogan is supposed to show that an unusual time is coming, when you can take time and slow everything down – there is time for cooking and eating at any pace. Another slogan works similarly: “Endelig helg og tid for Asiatisk!” [Finally, the weekend and time for Asian products and specialties!; “Meny”].

Contemporary man in the rational world is looking for something special, unusual in the secular dimension, exceptional, and with a unique charm [Ritzer 2004: 120]. These desires are reflected in the metaphor of an extraordinary time created by advertisements during the holiday season. It is difficult to escape from the reflection that the world of advertising constructed in such a way is an imitative reality [Baudrillard 2005].

There are many products on the Norwegian market that are sold in stores only from November to January, with special names as e.g., (*Julebrus*, *Julebrunchen*, – sorbet, Christmas drink; *Julekake* – cinnamon and ginger cookies, *Julepølse* – Christmas sausages). This shapes the behavior of consumers who anticipate the Christmas offer and rush to take advantage of it. In this way a special image of the pre-holiday and holiday time is built – as extraordinary, exceptional, and special. Moreover, the multitude of slogans using the word: *jul* – Christmas time, holidays proves that this image is well established in the

mind of both the authors and recipients of newspaper advertising: “Julens søte desserter” [Christmas sweet desserts; “Meny”], “Julens Frukt & Grønt” [“Meny”], “Julemiddager”, “Julebaksten” [“Coop”, “Joker”, “Bunnpris”, “Rema”]; “Julegodt” [“Joker”], “Juletid” [“Meny”], “Julepris” [Christmas price; “Meny”, “Kiwi”, “Joker”, “Rema”, “Bunnpris”].

Many grocery chains modify their regular advertising slogans in the run-up to Christmas: “Gjør julebakseten billig!” [Make Christmas pastries cheaper!; “Coop”]; “Stort utvalg av delig julemat til lave prise” [Large selection of delicious Christmas products at a low price; “Rema”]; “Et ulvalg julesnop” [A selection of Christmas sweets; “Joker”]; “Tips til julestrompen” [Tips on what to put in your Christmas sock, “Joker”]; “All til jul billig hos KIWI” [All for Christmas cheap in KIWI; “Kiwi”]; “Våre faste Juletlbud” [Our regular Christmas offer; “Joker”]. The accumulation of words that are constantly repeated is particularly effective in influencing consumer behavior and constitutes a strong persuasive device of building up an image of a special time.

Polish advertising newspapers are nor characterized by such a rich vocabulary related to Christmas; the offer of groceries needed to prepare Christmas Eve dishes appears later than in Norway, and all foodstuffs are available throughout the year. The image of Christmas time is built only by promoting products needed to prepare Christmas Eve meals.

In Norwegian advertising newspapers, not only the image of the pre-Christmas time is built – in a much smaller but also noticeable dimension – there is an image of autumn time – it is a colorful, multicolored period, which is to be associated with the richness of nature, vegetables, and fruit: “Gjør høsten ekstra fargerik” [Make autumn extra colorful; “Joker”]. Even very long texts – for an advertising newspaper – are to convince consumers of the uniqueness of this time and its benefits: “Høsten byr på mange vakre farger i naturen. Og det finnes heldegvis mye fra naturen som også blir med innomhus. Så, sett litt extra farge på livet gjennom fruktskålen, matpaken, middags- eller dessetallerkenen” [Autumn offers many beautiful colors and nature. There are many gifts of nature to take home with you. So, add some color to your life with a fruit bowl, lunch and dinner box or a dessert plate; “Joker”].

## 7. Healthy food – ecological

Fewer and fewer Norwegian consumers are indifferent to the quality of consumed products and their origin, as well as their relationship with the environment – the number of Norwegians who choose healthy eating patterns is growing. According to the report, Norwegians are well aware of the list of good and proper products, including vegetables, natural fish and other natural products. They

also know the list of inappropriate products, which is headed by meat, farmed fish, and fast food. Resignation from imported products and those rich in sugar – gluten also has an ethical dimension in the face of environmental problems on our planet – proves that positive consumer choices convey the message that the social and moral aspect is important for the customer and takes the form of not only a choice, but even a duty that rests on the consumer [Bugge 2015: 291–294].

The analysis of Norwegian advertising newspapers shows that all chains attach more or less importance to the issue of healthy food. The Meny, Rema, Coop and Kiwi companies pay special attention to these issues, as their newspapers contain detailed sets of recipes that make it possible to cook ecologically, using products from specific stores. In addition, other grocery chains post information on where to find such recipes and they organize contests: “For gode, litt sunnere oppskrifter, gå inn på joker.no” [For good and healthier recipes visit [joker.no](http://joker.no); “Joker”]; “Spis sunt året rundt månedens frukt i november avokado Oppskriftskonkurranse” [Eat healthy fruit all year round – the fruit of November is avocado. Avocado recipe contest!; “Joker”].

Research on the linguistic image of consumption in Norwegian advertisements shows, as it has already been mentioned, that not only a good price is important for the customer. Food assumes a symbolic meaning. The creators of advertisements build the conviction in the recipients that when they eat proper food – that is, ecological – they are doing the right thing since they care for the planet and animals. All pro-environmental activities in today’s world in a way build the belief in consumers that by making ecological consumer choices they also demonstrate their commitment to professed values, which for Norwegians include care for Norwegian nature and love of Norwegian wildlife: “Sunnhet til folket” [Health for people! (an advertisement of fruit and vegetables); “Kiwi”]; “Å spise mer frukt, bær og grønnsaker” [Eat more fruit, berries and vegetables; “Joker”]; “Spis mer frukt og grønt” [Eat more fruit and vegetables!; “Rema”]; “Ukens frukt & grønt” [This week’s fruit and vegetables!; “Meny”]; “Spis grønne – sunn spirasjon” [Healthy breath – eat greens (meaning ‘fruit and vegetables’); “Meny”]. This poetic construction is meant to show that eating fruit and vegetables is just as important as breathing. “Takk for at du velger dyrevelferd – også i julen” [Thank you for choosing farm animals (‘reared meat’) also for Christmas; “Rema”]; “Sunt og godt! [Healthy and good!; “Rema”]. The words of acceptance or thanks for consumer choices are not only related to the praise itself but have a broader dimension i.e., general acceptance and approval. In addition, they harmonize with the cautions placed in the advertising newspapers: “Kast mindre mat!” [Throw away less food!; “Kiwi”] and are meant to remind that ecology is also about saving food.

The slogans: “Litt sunnere middag på under 20 min” [Healthier dinner in less than 20 minutes; “Meny”] and “Laksefilet med ovnbakte grønnsaker – litt sunnere” [Oven-baked salmon fillet with vegetables – a little healthier; “Meny”] prove that the authors of advertising newspapers appreciate the high environmental awareness of Norwegian consumers. The used *healthier*, companies and *a little healthier* forms assume that the recipient knows that ready-made food is not the best choice and knows all the ecological controversies connected with salmon farming. A simple form *healthy* has not been chosen as such a term would be perceived by an aware Norwegian customer as inappropriate and untrue. The Norwegian consumer does not need to be educated and provided with commonly known information; it is enough just to draw his attention to certain issues.

The situation is different in the newspapers intended for the Polish recipient. There is no equation between healthy food and ecological. The meaning of the word *healthy* is primarily associated with the term *fresh* – fresh goods: “Więcej świeżości” [More freshness (an advertisement of vegetables and fruit); “Biedronka”]; “Zawsze świeże owoce w Biedronce” [Always fresh fruit in Biedronka; “Biedronka”]; “Świeżość w prezencie” [Freshness as a gift (an advertisement of vegetables and fruit); “Intermarché”]; “Z Zieleniaka – taka świeżość ma sens” [From Zieleniak – such freshness makes sense; “Netto”] – in the last example the noun *zieleniak* means ‘fruit and vegetable market; a kiosk with vegetables and fruit’, and since the name comes from the adjective *zielony* [green] and the form *zielenina* [greens] ‘leaves of some plants used as a dish or spice’ while regionally it means ‘Italian vegetables’, here we experience a kind of play on words based on the form *green* [*zielony*].

In Polish advertising newspapers, the customers’ attention is directed to ecological issues only in the second place. In the material studied, ecological food includes plant-based products: “Postaw na rośliny” [Bet on plants; “Biedronka”], “Roślinne śniadanie” [Plant based breakfast; “Lidl”], “Roślinnie – na słodko czy na słono?” [Plant-based – sweet or salty?; “Lidl”]. Another slogan from Lidl’s newspaper is “Z roślin wzięte!” [Taken from plants!; “Lidl”] and refers to the phraseology *taken from life* in the sense of ‘something in conformity with reality – not idealized, not invented, taken from everyday events’, and is to emphasize that the products are truly plant-based, unadulterated, and healthy. In addition, ecological also means vegan and here it is necessary to emphasize the great inventiveness of the authors of the advertisements – verbal and graphic games are to draw the customers’ attention to the *vege-* or *wege-* derived from the word *vegetarian*. For example: “WEGEnialnie niskie ceny” [VEGENiously low prices] and “Vegangurt” [both quotes: “Lidl”] – both forms are a play on

words—in the first slogan the play is due to the use of the prefix *wege-* [vege-] and a reference to the word *genius*; in the second formula the word ending of *yogurt* is added to the word *vegan*. All these lexical procedures are an educational element for the Polish customer, introducing him to the issues of vegetarianism and veganism.

According to Ronald Inglehart, human activities are aimed at satisfying the most important needs and devoting the least attention to the needs already satisfied. Since in the modern Western and Central Europe the needs for physical and economic security are ensured, younger generations formed in a sense of such stability and peace redirect their attention to other needs – the emphasis is put on an increasing quality of life [Inglehart 1977]. In my opinion, that explains why ecological awareness and the four trends noticed in European societies i.e., reducing waste generation, re-use, preparing for re-use and recycling [EU Waste Policy... 2002] are gaining importance. Norwegian consumers of the 21st century look at the surrounding reality primarily from the prism of the future; therefore, they very often do not choose products that are non-ecological, i.e., associated with activities that are not indifferent to the natural environment. They take sustainable decisions much more often than Polish customers by giving up an unhealthy lifestyle, focusing their purchasing preferences on what is natural and harmless, as well as setting ecological requirements for food products.

## 8. The value of tradition or modernity

In recent decades, the perception of Norwegian eating and dining habits has changed. Consumer research has shown, in contrast to the last century, that the origin of food products matters when shopping, and local origin – from a Norwegian or Scandinavian producer – is seen in positive terms. The interest in traditional Norwegian and Scandinavian cuisine is perceived in terms of a sentimental journey, an expression of longing for the past time, and on the other hand, it is indirectly an expression of a new type of morality – a consumer's attitude that recognizes the need to mobilize for the protection and sustainable development of local communities [Bugge 2015: 293]. According to Konrad Köstlin [2013], knowledge of food sources is an important point in consumer choices and is considered at the level of moral decisions. There are two elements indicating attachment to Norwegian food and traditional products. On the one hand, the place of origin of food is indicated directly and this is an element intended to value the positive, e.g., “Et utvalg fra Lofoten” [Offer from Lofoten; “Joker”], “Fylt Torsk – Lofoten” [Filled with cod from Lofoten (about a fish package); “Bunnpris”]. As an incentive, even the place



where taxes are paid is indicated directly: “Matskatter fra Vestfold” [The tax stays in the Vestfold region; “Meny”]. On the other hand, many products are labelled with the Nyt Norge slogan, which informs about the Norwegian origin of the products: “Vi anbefaler Nyt Norge – produkter fordi norsk mat både er god, trygg og kortreist. Nyt Norge er det offisielle informasjonsmerket for norsk mat og drikke” [We choose products with the Nyt Norge brand because Norwegian products are good, healthy and local; “Joker”]. The latest research [Steen, Pettersen, red. 2020: 15–16], contrary to optimistic forecasts from 2015 [Bugge], shows that the Nyt Norge brand was not very important in the purchasing choices made by Norwegians. Nevertheless, references to tradition are an important element in Norwegian advertising newspapers: “Fiske Tirsdag!” [Fishy Thursday; “Meny”] and “Freia Sjokolade – noe for enhver taste med en lang historie” [Freia Chocolate – something for every taste with a long history; “Meny”]. The general social behavior of the Norwegians – attachment to regional dialects and the high popularity of the Nynorsk language, as well as the fact that Norwegians twice voted against joining the European Union – testifies to traditionalist attitudes and attachment to the existing world, and above all, local patriotism. Authors Frode Steen and Ivar Pettersen [2020] rightly point out that further research in this area is needed.

In the Polish research material, there are many references to Polish culinary traditions, such as “Tradycyjnie na święta” [Traditionally for Christmas; “Intermarché”]. The advertisement from the newspaper of the Biedronka magazine is very characteristic: “Smak polskiej tradycji” [The taste of the Polish tradition; “Biedronka”]; this advertisement for the Christmas carp – the traditional Polish Christmas Eve dish – combines two important elements: *tradition* and *Polish*. References to the word *tradition* connote immutability, reliability, unchangeability, constancy, certainty, authority [Lewiński 2000]. The word *Polish*, on the other hand, obviously introduces the national context, but above all, in relation to tradition – a Polish dish means one prepared according to the traditional recipe of Polish people. The analyzed material provides a lot of such examples: “Ulubione na polskich stołach” [Favorites on Polish tables; “Polomarket”], “Polska gęsiina i cielęcina” [Polish goose and veal; “Lidl”]. Such procedures are complemented by advertising the origin of food products from specific regions of Poland that enjoy a long and special culinary history, for example, from the Wielkopolska [Greater Poland] region: “sery z Wielkopolski” [Cheeses from Greater Poland], “Wielkopolskie smaki” [Tastes of Greater Poland], “Specjały z Wielkopolski” [Specialties of Greater Poland; “Biedronka”; “Lidl”] and the slogan: “Rogal Świętomarciński” [St. Martin’s croissant] (regional specialty from Greater Poland) – an advertisement of Lidl, Netto and Polomarket. In addition,

there are many slogans whose main goal is to indicate the origin of products in a context identical to that of the Norwegian *Nyt Norge* brand: “Jestem z Polski” [I am from Poland; “Lidl”], “Prosto z polskich pól” [Straight from Polish fields; “Biedronka”] or the general brand “Teraz Polska” [Poland Now; “Teraz Polska”].

Printed recipes are rare in the Polish material of the surveyed period – the Polomarket chain encourages people to buy lettuce with the slogan: “Skomponuj własną jesienną sałatkę” [Compose your own autumn salad] or gives an exceptional recipe for goose meat, which is less popular in Poland: “Konfitowane udka z gęsi” [Confit goose legs; both quotes: “Polomarket”]. The Intermarché chain provides recipes more regularly, but traditional dishes prevail and there is no tendency towards a culinary revolution. In Norwegian newspapers with traditional dishes there are only recipes for lamb, but most of all they provide many ideas for unusual, and modern food sets.

Norwegian customers value Norwegian traditional products, but when making final purchasing decisions, as the latest research shows, Norwegianness is an important but not a decisive factor. On the other hand, in Polish newspapers, the frequency of slogans related to tradition and Polish traditional dishes proves that the value of tradition is appreciated by Polish consumers, which is noticed by the authors of persuasive advertising messages.

## 9. Pleasure as a value

In addition to the connotations associated with the aforementioned notions of tradition considered as positive values, it is worth analyzing the satisfaction of consumer needs in the context of feelings and experiences. Colin Campbell, studying contemporary consumer behavior, argues that in many advertising campaigns, the noun *pleasure* becomes the key word. And the mere avoidance of pain or boredom can already be considered in terms of a hedonistic attitude, although it is necessary to distinguish modern life attitudes from the traditional lifestyle, which was a choice of a life path, not just a stimulated behavior [Campbell 2018].

According to Piotr H. Lewiński [2000], the presence of motifs with hedonistic overtones in advertising causes the creation of the image of the world as a great party, where all are beautiful and young, and above all have fun. Moreover, all problems find an immediate solution. Such an ideal world, which is only a simulacrum, can be discussed in the context of reflecting on the feeling of satisfaction of needs and expectations, or experiencing something nice. Since only a modest segment of advertising language related to food products is examined, the analysis will be limited to a few elements – the words *pleasure*, *humor* (meaning ‘mood’) and *taste*.

The noun and verb *hygge* together with the adjective *hyggelig* appear in many Norwegian advertisements – the word's range of meanings and its rich connotations have already been well discussed in literature [Linnet 2011; Russell 2015]. In advertisements of food products, *hygge* is associated with material values and consumerism – the purchase of products is supposed to make the atmosphere pleasant, while enjoying a glass of wine transforms real worries into less burdensome. The most frequently analyzed words appear in the context of holidays and festive atmosphere, which is an obvious and natural reinforcement that builds the image of an idealized holiday rest. “Velkommen innom for et hyggelig julebesøk” [Welcome to a pleasant Christmas visit]; “Velkommen innom for et hyggelig julehandler” [Welcome to nice and pleasant Christmas shopping]; “Julehygge” [Christmas pleasure “Tid for Julehygge” [Time for Christmas pleasure; all quotes: “Joker”].

In the “Tid for hygge” slogan two important values meet – valuable time that the customer tries to control and become the master of, plus the value of pleasure and comfort. The juxtaposition of two important value elements next to each other reinforces the advertising message and is meant to convince the consumer to buy, so that he can find himself in this artificially created reality in which he can find both quiet time and pleasure.

The lexis – related to the word *hygge* and its rich semantic connotations construct a metaphorically ideal world – in which life is about enjoying pleasure and avoiding worries – is particularly persuasive. It is worth mentioning that, according to researchers [Kronrod, Hammar et al. 2020], the application of metaphorical language in relation to tastes and food invokes pleasure and noticeably increases the desire to eat. This way of speaking is more sensuous and evokes a positive reception.

The following slogan is associated with the presented category: “Matgaver er mer enn mat – det er oppleverer” [Food gifts are something more than food; “Meny”] – they are experiences (emotions, emotionality, experience). It is evident here that food rises to a state of mind and is associated with something special. Food is not only related to the mere satisfaction of biological needs, but also exceeds the material boundary – it becomes a source of experiences, with a broadly defined sphere of emotional experience.

The word that reflects similar feelings of the recipient is the noun *kos* and the verb *kose*, which can also be reduced to the category of pleasure and enjoyment: “Tid for kos!” [Time for pleasure (an advertisement of salty and sweet snacks); “Coop”]. In the advertising slogans: “Høstkos”; “Høst Kos!” [Autumn pleasure!; “Joker”; “Bunnpris”], which encourage people to buy ice-cream, sweets and crisps, we deal with the enchantment of reality. Just shopping and

eating these products will make the autumn cold more bearable. The slogan “Kos deg på tur!” [Make your trip more enjoyable!; “Bunnpris”] is meant to convince the customer that buying cookies and snacks that can be eaten while travelling will make the journey less tedious and tiring. The advertising slogan: “Gjør kosen billig!” [Make your pleasure cheaper!; “Coop”] – combines two issues: pleasure and cheapness, and such a combination is supposed to provide enhanced customer satisfaction. A similar persuasive combination can be found in other advertising slogans: “Gjør julekosen billig!” [Make your Christmas pleasures cheaper!] and “Gjør julebakseten billig!” [Make Christmas baking cheaper!]; “Gjør jule billig!” [Make Christmas cheaper!]; “Gjør juledesserten billig!” [Make Christmas desserts cheaper!; all quotes: “Coop”]. Encouraging people to buy low-priced ice-cream, beer and crisps, Christmas drink and other foods products is supposed to convince the recipient that the very purchase of such products will create a festive atmosphere at a low cost, without spending large amounts of money.

Building a pleasant mood and pleasure is fostered by a world without worries and troubles, which is expressed by *humor* in the sense of a good mood: “En avtale å bli i godt humør av!” [An agreement to stay in a good mood!; “Kiwi”]. According to the advertisement, the mere certainty – obtained through assurances i.e., an agreement with the store on one package of the product free of charge – will put the customer in a good mood and make him feel excellent.

In Polish advertising newspapers, there are no measures which build an ideal world with a single lexeme rich in meaning. Here, the basis becomes the operation of taste sensations, which only later – already beyond the verbal aspect – will implicitly give satisfaction and pleasure to the consumer: “Wędliny tradycyjnie smaczne” [Traditionally tasty cold meats; “Intermarché”] – the reference to the category of well-known, proven, traditional tastes is to act – similarly to the book by Proust – on the emotional sphere of the recipient. Other information about taste sensations will be brought by the following slogans: “Wykwintne smaki” [Exquisite flavors (an advertisement for goat cheese); “Intermarché”]; “Przysmaki idealnie przyprawione” [Perfectly seasoned delicacies; “Biedronka”]. Information about the taste can be very simple based on the category good-tasty, in opposition to bad-tastless, as in the example: “Jedz to co dobre, Twoje chwile pełne aromatu” [Eat what is good, your moments full of aroma; “Biedronka”]. This example shows that taste categories described very simply are reinforced by the image of another sensory experience – smell. The information about aroma, which is *full*, that is complete, lacking nothing and, therefore, can be considered as ideal, complements the experience by creating an image of pleasure that comes from good and aromatic food. The addition of

the value of time to the sensual experience via the noun *moments* demonstrates the volatility and changeability of such a state, clearly convincing the customer of the need to appreciate short moments of pleasure.

### 10. Home and family

The image of such values as home and family appears only marginally in the analyzed material – it is not the dominant and main category. Only single examples can be cited in which the word *family* and *familial* constitute a reference point for some other issues depicted, e.g. “Familiebrød” [Family bread; “Joker”], “Hele familiens ukemeny” [Weekly menu for the whole family; “Rema”]; “På meny. no finer du mange fiskeoppskrifter som passer til hele familien” [Find many recipes for fish dishes for the whole family on meny.no; “Meny”]; “Skrojone dla całej rodziny” [Tailored for the whole family (an advertisement for cold meats and sausages); “Lidl”]; “Duże porcje dla rodziny” [Large portions for the family; “Lidl”]. In the above examples, the word *family* and *familial* is synonymous with large, intended for a great number of people, enough for many people. The value here is not the family and relationship with loved ones, but only the conceptualization of the product in terms of small-large and the focus on profits from the purchase of products in small or larger quantities.

Only a few Polish advertisements have a different categorization: “Rodzinnie, smacznie, wygodnie” [Familial, tasty, comfortable; “Intermarché”]; “Rodzinny obiad” [Family Dinner (advertising products needed to make a traditional Polish dinner for a large group); “Polomarket”], and “Wypieki domowe” [Homemade pastries; “Biedronka”]. Here, family and home are conceptualized as a peaceful space for meeting your loved ones, where one can focus on eating home-made products – supposedly tasty and good – because they are made by yourself.

### Conclusion

Basically, the advertisements in the newspapers for Norwegian and Polish customers are not radically different from each other. From the point of view of the analyses, all judgments about the world as a global village are legitimate. The circle of values for both contemporary societies is similarly exposed, and although the accents are distributed differently, it does not change the overall view of the situation.

At the same time, it cannot be said that the newspapers are identical in their structure and message. First, economic issues prevail in the advertising message of the Polish material, which is not so prominent in Norwegian advertisements. On the other hand, the dominant category in the Norwegian examples is time as a value – the key word, presented in various contexts and versions allows

for persuasive building of an image of a special time – holidays, weekend rest, pleasure, and well-being. The Polish advertising newspapers lack such diverse vocabulary related to holidays and Christmas time, and the category of pleasure is marked to a much lesser extent. The topic of health and ecology, dominant in the Norwegian material, is treated differently in Polish slogans – it has just started to emerge and gives room for linguistic innovation and verbal play. Norwegian consumers' attention is directed towards ecological purchasing preferences – harmless products manufactured in accordance with the requirements of modern ecology. The relationship of the products with Polish traditions and national origin is important for the Polish consumer, but for the Norwegian customer, Norwegianness is not the most important element.

Many advertising slogans use similar mechanisms and categorize the world in a similar way; all of them are aimed at building positive emotions and associations. All the linguistic procedures are to enhance the displayed images and concentrate the recipient's attention. However, they do not overwhelm with great emotions as TV commercials, which affect many senses; newspaper images – photos of products – are designed to inform and focus the attention of the recipient. The most important function of language – the communicative one, takes precedence over the others, although it is not detached from the close relationship with the cognitive function. They are limited to one most important, most valuable element with which the recipient will identify. The presented linguistic material depicts social reality in a simplified way due to its media limitations – modern man is focused on multimedia reception, and the word combined with product images is nothing extraordinary.

The advertisements in question show a very simplified reality, which is also partly due to the limits of the research material. Nonetheless, they indicate an essential feature of the contemporary consumerist world – the focus on the here and now, without showing a broader perspective. An exception to this image building is the sphere related to health and ecology – concern for the planet and, indirectly, concern for future generations come to the fore. The ecological perspective differs in the discussed material – a much stronger accent is visible in the Norwegian material.

Research postulates: continuation of the research over a longer period and at a different time of the year, as well as extending the research to include Norwegian advertising material displayed on various advertising media – billboards, bus and tram stops, etc., as this method of advertising grocery stores is very popular in Norway and constitutes a separate way of promotion.

*Translated by Alina Szwajczuk*

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