

SUMMARY OF THE DOCTORAL THESIS

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Social reception of designed discursive practices.

The case study of the police campaign "You Don't React, You Accept"

The subject of this doctoral dissertation is the containment of social reception of the designed discursive practices located in the police discourse, and precisely in one of its illustrations, which is the police campaign "You do not react - you accept". The research perspective in this dissertation is discourse linguistics, as the methodologically the most extensive discipline.

Research activities in the dissertation were presented on the basis of tools included discursive worldview and Siegfried Jäger's linguistic discourse analysis. Selected perspectives will be extended by pragmatic, stylistic, iconic and multimodal analysis. In the dissertation an attempt was made to define the police discourse. Therefore, the paper presents the activities of Silesian police officers who, as part of the campaign "You don't react - you accept", try to sensitize the citizens of Silesia to cases of breaking the law in their immediate surroundings, as well as to convince them to react on them, not to accept them, and inform the police about their occurrence.

The research material in this dissertation consists of 1,766 press releases. The texts come from the websites of the municipal and district police departments of the Silesian Police. In addition, avatars, two advertising spots, a poster and the campaign logo were included in the material. In order to examine the reception and presence of the campaign in the media, new media and new new media, archival monitoring prepared for me by the Institute of Media Monitoring was used. The MoncoPL corpus search engine was also used. The research material composed in this way became the source and inspiration for formulating the following hypotheses in the dissertation:

- *The campaign aims to change the image of the police in society;*
- *The police campaign is to increase the activity/care for common safety of citizens to their surroundings;*
- *The involvement of actors in the campaign is not even;*
- *The campaign implements the assumptions of the police discourse.*

The empirical analysis allowed to draw conclusions that the police campaign did not change the image of the police in society, nor the activity / care for the common safety of citizens to their surroundings. Apart from the creators of this project, i.e., the Silesian police officers, the involvement of actors in the campaign is small. Nor can it be said to be even. The campaign does not only implement the assumption of the police discourse, but as well the media discourse on the side of the institutional actor, which results from the use of press genres, the style of commercial and social advertising, as well as means of persuasion.

Keywords: discursive practices, police discourse, discourse linguistics, public perception, security,