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**„The application of Philosophy of Language, Philosophy of Action, and Cognitive Science In The Analysis of Persuasiveness (Persuasive Aspect) of Storytelling Marketing”**  
**(Summary)**

The doctoral dissertation deals with profound analysis of marketing activities from the point of view of philosophy of language, philosophy of action and selected issues of cognitive science. The main goal of the dissertation is to analyze the impact of storytelling marketing on the system of beliefs and attitudes of individuals. Marketing literature focuses primarily on the specific marketing campaigns and their sales effectiveness, trying not to give any explanation of this phenomena that would go beyond the generalizations provided by the sales psychology. The explanation of the fact why specific marketing activities bring desired effect, while others lack it, seems interesting. The application of the tools of philosophy of language, action theories, cognitive science and other areas such as theory of narration, culture studies, linguistics can give an explanation of this phenomenon.

It seems that the most important issue in this context is the impact people have on other individuals; in other words, how persuasion works. From the point of view of action philosophy we can indicate two ways of influence – the impact on the so-called weakness of will (also known as *acrasia*) of consumers and the impact on (and at the same time shaping of) the systems of beliefs, convictions and attitudes. The first way is a short-term influence, while the second one is characterized by a kind of stability. I think that the storytelling marketing can be classified as the second way of impact on the individuals.

Why does storytelling affect our systems of beliefs and attitudes? I claim the effective narratives impact on the system of beliefs attitudes of individuals and in consequence impact on their decisions, choices and actions. I argue that this effectiveness of storytelling persuasiveness is manifested in four steps: the degree of understanding of narration, the degree of interaction and engagement during the

reception of narration, the degree of remembrance, the degree of further involvement. Finally, these narratives use firstly some kind of image-schematic structures which appeal to basic human experience, secondly they are characterized by a certain, specific narrative structure, and thirdly they use the poetics of classical (realistic) cinema.

To prove the thesis above, I propose an interdisciplinary analysis. The doctoral dissertation undertakes a reflection on the notion of narration and narrative structure. For this purpose, I study the notion of narration and storytelling, starting from Aristotle, through the research of Vladimir Propp and the French structuralist school, ending with the modern concepts of narrative scheme.

An important point in my doctoral dissertation is also the concept of internal realism and the theory of experiential realism. The first position was proposed by Hilary Putnam. It assumes that the existence of the external and independent world that exists in relation to individuals, and at the same time this approach emphasizes the way of description of phenomena (and thus indicates the existence of parallel, non-contradictory descriptions). What is common for both claims is human experience (shaped and constrained by the real world and the nature of it). According to internal realism, human experience is an inherent part of the world.

Internal realism was the inspiration for the theory of experientialism developed by George Lakoff and Mark Johnson. They claim that experience - understood in a very broad way, not only physically but even socially or culturally, as experience of individuals and nature, experience of the species and of communities - is the basis for the conceptual metaphors that determine our understanding of the surrounding reality.

Firstly, I call special attention to the concept of image-schematic structure, which is the kind of core of experientialism. According Lakoff and Johnson, image-schematic structure is a pattern or a kind of prototype regularly repeated in our experience. Let us consider as an example the image-schematic structure of a "container". This image-schematic structure refers to the self-perception of an individual as being limited. It is interesting that Gerald Zaltman and Lindsay Zaltman independently proposed a theory of deep metaphors that in many points seem to be similar to the theory of experientialism. Secondly, I analyse the cognitive theory of metaphor, in particular the concept of conceptual metaphor.

I confront this research perspective with the theory of rationality of Donald Davidson and the theory of attitudes change of Elliot Aronson and others. This reflection

gives a possibility to investigate the mechanisms of decision-making by individuals, ways of impact on the system of beliefs and attitudes of individuals, durability and effectiveness of these types of impact etc.

Theoretical considerations are confronted with the analysis of storytelling advertisings. As an exemplification I describe two advertising campaigns, one of Procter & Gamble and another one of Allegro. Detailed analysis of storytelling advertising and their impact on consumers aims to prove that storytelling activities constitute a very schematic and predictable marketing form. In addition, storytelling ads analysis allows us to identify difficulties and errors committed in advertising campaigns. Finally, it indicates the factors responsible for efficiency of storytelling persuasiveness.

Doctoral dissertation aims not only at identifying effective tools of persuasion but, above all, explaining the reasons why certain rhetorical structures are effective. It seems that this is only possible thanks to the interdisciplinary perspective (philosophical, cognitive and anthropological-sociological reflection) with the analysis of storytelling advertising campaigns.

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