PROPAGANDISTIC LANGUAGE IN PUBLICITY. A COMPARATIVE HISTORICAL STUDY ON ADVERTISING TITLES FROM ROMANIAN AND PORTUGUESE LOCAL DICTATORIAL REGIME NEWSPAPERS

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Abstract: *There are many articles nowadays that analyze the advertising language. The novelty brought in by the research below is a comparative content analysis on publicity advertising titles form two local newspapers in Romania and Portugal. The purpose is to present and demonstrate similarities and differences between two local communicational phenomenons, both under a dictatorial regime. The concepts taken into consideration are publicity and propaganda seen as communicational code in a written speech. This research wants to accomplish a detailed historical presentation of advertisement as a part of the whole cultural system and to point out the effects overtime of such a process. The comparative research proposed in the lines below brings an innovative idea concerning advertising. The two areas compared in this study are Portugal and Romania and it involves local newspapers commercials (advertising) messages. The chosen items do not differ at all under a dictatorship. And the content analysis method revealed many structural and communicational similarities between the two items.*

Keywords: *language, propaganda, culture, content analysis, history.*

Historical context of the study

For Portugal, the XX century represented a hundred years of constant changelings and a permanent succession of political regimes. Generally, Portugal in this period was "a rural society, conservatory, economically and socially underdeveloped" (Carneiro, Roberto et alii, 2001: 482). During this Second World War Portugal was under the Salazar regime. Romania, also involved in the SWW, after 1945 entered fully under the communist regime. An important change was Ceausescu's being elected president of the RSR, that is when the propaganda settles in. A similarity between these two countries is the censored media life. In Romania the historical period from 1951 to 1989 it is called in the local press "a time of great economical transformations"[1]. There is a resemblance in what it concernes the media information and official raports and documents. The official statistics mention that the romanian economy and industry are in a good shape, while in real life things were not so perfect. For Porto, the documents also point out the huge industrialisation phenomenon.

The romanian market was considerered, in this period, a noncompetitive one, the goods and servicies promotion came from the state directions.The Intern Trade Ministry made the decisions in what to advertise and how. Other organisations that had this missions were: Centrocoop, UCECOM, Camera de Comerț, and the main services promoted were CEC, ONT, ADAS" (Pavel T, 1962:133).

This paper will focus on the period from 1951 to 1970, when Portugal was under the Salazar dictatorship. From an economical point of view, the preoccupation of the Salazar's New State was not to let things happen like it did in the First World War,

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[1] Secera si Ciocanul, an. III, nr. 124, p.3, BJA

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meaning to allow social instability to set in. Therefore the result of this intention had been a major intervention on the economy, control and a monopole in the external trade for the key-products (Carneiro, Roberto et alii, 2001: 506). The propaganda was, under Salazar, an instrument of control of the population. A message from the 1953 elections, which is said to be weaker in this period, says "To vote with Salazar is to have the guaranty of pace and brad!" (Vieira, 1950-1960: 30).

In what it concerns the economy and publicity the specificity is represented by the use of religious motives (as Fatima) in the advertisement and propaganda. In this area, of commercial messages, in Portugal (1951-1974) one can see diversity, colors and a big number of products and services from outside the country. But, with all this diversity, the chronics, from the '50s, name the everyday Portuguese "a well-behaving, non-dangerous, docile and conformist" individual (op.cit, p. 58, 75).

In all the newspapers there were presented logotypes of OMO, margarine Vaqueiro, margarine do Chefe, soap Carnaval, soap Lux, cigars Suave, detergent Tide etc. The promotion of electrical and domestic gadgets is also permanence in the media and it is considered as an effect of the development of the urban industry (Vieira, 1950-1960: 95). Another pleasure sold in the media was the car not only Portuguese marks but also foreign for men and also for women (brands such as: Fiat, Renault, Toyota etc.). The '50 are years of industrial development. Being stimulated by the war technology, Portugal makes its own air company – TAP that soon becomes a commercial success. In the mean time the economical attention begin to concentrate on the colonies (Angola, Mozambique, Timor, Macao). The touristic propaganda created a caricature image of Africans presenting new, marvelous, exotic places to visit for the Portuguese and Europeans in general. Messages like "Go to Africa. Inedited vacations" were all over the country. Soon many products name, such cigarettes, were called, for example, "Angolanaco". But there were still the national names for this type of product: "Impala" (op.cit, p. 114, 116,181).

If the '50 represent a decade of industrial and touristic development the '60 come with an enormous tension in the social, political and economical life. First of all the changes had been brought in by the war in Africa. In what may concern the advertisement, specifically for these times, were the ads for refrigerated fish. A publicity text from 1960 announced that refrigerated fish is better than the fresh one. The increase of the number of banks in Portugal shows an economical development, for the '60, with all the international conflicts. In Romania, the decade 1974 – 1984 was one of poverty, propaganda and isolation from Europe.

Theoretical approaches in propaganda language analysis

Mainly the theoretical framework of this study is based on concepts such as publicity and propaganda. The first one, publicity, has various definitions. All in all the concept can be resumed to "a science, business or profession of message dissemination, social institution that influences the everyday life of an individual, a force that shapes mass culture, a component of marketing activity, or a source of information about a product, services, events, individuals and institutions"[1] (Baker apud Petre, 2004:18). The second one, propaganda, is defined by Harold Lasswell as a "management of

[1] "Stiinta, afacerea sau profesia crearii si diseminarii mesajelor (reclamelor), o institutie sociala care afecteaza viata de zi cu zi a fiecarui individ, o forta care modeleaza cultura de masa, o componenta a activitatii de marketing sa u o sursa de informare despre produse, servicii, evenimente, indivizi sau institutii (companii)", Baker apud Petre, 2004:18

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collective attitudes trough the manipulation of significant symbols". Under the dictatorial regimes the line that separates these two concepts was erased and the advertisement became economical, cultural, social and political propaganda. The communication scheme, according to this author, contains answers to questions such as: "Who says what in which channel to whom and with what effects". This theory will be used in this research as a framework for the content analysis method. The purpose is to find answers about the publicity in Romania and Portugal during a dictatorial regime (Lasswell, 1999: 84).

When it comes to propaganda it is necessary to mention the cultural background. Therefore in this study Schein Culture Theory will also be employed. Schein is seeing culture as a phenomenon that generates a system that "somehow implies that rituals, climate, values, and behaviors tie together into a coherent whole". The messages collected from the media have economical and cultural content. The publicity is based on language, organizations, structures, generating ideas and according to Schein "These ideas must be passed on a new generation as tradition". Publicity more than other culture-generating systems wants to guide a person toward an idea instead of another. "In this regard, culture is a mechanism of social control and can be the basis for explicitly manipulating members into perceiving, thinking, and feeling in certain ways" (Van Maanen and Kunda, 1989, apud Schein, 1968: 16, 19).

Methodology and content analysis structure

First of all the structure of the content analysis in this study was constructed starting with Lasswell's propaganda theory. For the theoretical background have been also used Maslow's pyramid concept and the Double Helix theory on advertising. All this concepts sustain the idea that publicity has a cultural effect synchronized with the human needs and according to what is presented as important for a group of individuals in a certain society has higher effect overtime. The Double Helix theory considers that advertising is "nonlinear, multidimensional, and achieves its effects over time, within limited parameters of medium and message" (Huey Bill, 1999:60).

For the study there were chosen newspapers from the local areas in Romania and Portugal (Pitesti and Porto). These newspapers were all publications found under dictatorial political regime ("Jornal de Noticias", Porto, and "Secera si Ciocanl", Pitesti). Content analysis is a widely used and reputable research tool (Mortimer, Grierson apud Cutler and Javalgi 1992), which facilitates the observation of advertising across national borders and can provide scientific rigor to the data generated (Mortimer, Grierson apud Kassarjian 1977). As an addition to this quantitative approach a comparison with advertisement in Portugal during a similar political regime.

The comparative study will be conducted on 300 text advertisement in local newspapers Portugal (Porto) and 300 of the Romanian (Arges). Followed quantitative questions are: how many ads were identified between 1951-1974 in the two newspapers?; What were the constant messages and the new ones?; What was the constant number of ads on page 2 of the two newspapers? The qualitative study is in direct correspondence with numerical targets: What kind of messages were identified advertising clichés? ; What were repetitive themes in advertising messages?; What kind of views were expressed in the text and that was the used language?

For the message analogy was constructed a grid of analysis based on the identification of specific topics in the content of advertisements. Advertising texts are empirical material for the content analysis.

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The table below represents the compared quantity of messages from the two publications. The sample has been selected on a three to three years scale. Therefore in this unit were included ten variables as follows: cultural products, clothing and foot wear products or services, bank deposits, life and property insurances, food, luxury products, self and homecare products, pharmaceutical and medical products and others. In this last item are included all sorts of products. The quantity of "other" products promoted trough these media was higher for the Portuguese one and lower for the Romanian ones. This phenomenon can be easily explained as a normal reaction to a opened market and with a higher level of financial power, in the case of Portugal. In what it concerns the products promoted in the local newspaper "Secera si Ciocanul" the percents are as follows: cultural goods 16,66% comparing with a 3,66% for the Portuguese newspaper; the most elevated number of luxury products (30,33%) belongs to the "Jornal de Noticias" messages, as for "Secrea si Ciocanul" this item lowers to 5,33%. The presence of a great quantity in cultural products (books, films, theatres etc.) can be explained as an approach to a propagandistic policy in the newspaper profile. Likewise the presence of homecare and self care products and services is higher for the Portuguese publication (17,66% for home care products) and lower for the Romanian one (1,66%).

Type of content variable identified in commercials messages	**In newspaper „Jornal de Noticias" 1951-1974 (1)**	**In newspaper „Secera şi Ciocanul" 1951-1974 (2)**	**Procent (1)**	**Procent (2)**
Variable 1 – Cultural goods and services (books, films and theatres etc.)	16	50	3,66%	16,66%
Variable 2 – Clothing and foot wearing products/services (including textiles)	18	23	6%	7,66%
Variable 3 - Bank deposits, life insurance and property etc.	13	44	4,33%	14,66%
Variable 4 – Food products/services	22	30	7,33%	10%
Variable 5 – Luxury products/services (gold, watches, vacations, automobile, motorbikes)	91	16	30,33%	5,33%
Variable 6 – Self care, lose weight products/services	23	13	6%	4,33%
Variable de tip 7 – Homecare services/Product	53	5	17,66%	1,66%
Variable 8 – Lottery/contests	1	70	0,33%	23,33%
Variable 9 – Medical/pharmaceutical services/products	23	24	7,66%	8%
Variable 10 – Others	35	25	11,66%	8,33%

Another elevated percent of messages, from 1951-1974, in the Romanian gazette is for contest and lottery tickets (23,33%) and also for life insurance and bank

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deposits (16,66%). The commercial messages in "Secera si Ciocanul" were repeated constantly, on the second page of the journal, till 1974. According to the quantitative content analysis data the difference between the two local newspaper messages are the product they promote. The style of the advertising speech is the same, meaning it is restrictive and poor in creativity. The messages in Romanian local advertising ("Secera si Ciocanul") are reduces to simple announcements and sometimes sentences without a verb. The promoted products are only of intern origins and the name becomes famous only by repeating it over the years (for Loto, ADAS, Dacia are constantly repeated from 1953 till 1974).

Dacia 1100 (car)	"Gata de drum!"/ "Redy for the road!"	1953, no. 13, 15 January, "Secera si Ciocanul", Pitesti
ADAS (insurances)	"Nu pierdeţi nici un minut, asiguraţi chiar acum autoturismul dvs la ADAS!"/ Don't waste any minut, get an insurance at ADAS !	1953, no. 213, 17 ianuarie, "Secera si Ciocanul", Pitesti
Loto	"Autoturisme în număr nelimitat!"/ Unlimited number of auto vehicle!	1974, no. 313, 17 decembrie, "Secera si Ciocanul", Pitesti

A difference in the message approach is for the portuguese advertising. The completion is present on this market and therefore the promoters have to make the effort of a different content and style in ad compositions. The table below shows a sample of the texts collected from "Jornal de Noticias" (1951-1989).

Casal Garcia	*"O excelenţă! Casal Garcia. Faimosul Branco-Leve de Aveleda!"/ "An excelency! The famous Branco-Leve de Avelada"*	1951, 3 January, no. 211, year 63, page 2, "Jornal de Noticias", Porto
CYMA	*"Uma organisacao universal ao servicio do hora exacta. A qualidade de reputasao mondial!"/ "An universal organization working for the exact hour! Quality of world reputation"*	1951, 12 January, year 63, no. 220, page 2, "Jornal de Noticias", Porto
Alianca	*"Quereis a felicidade? Tem muitos noivos a supersticao de que as alianca da Alianca dao felicidade… e verdade!"*/Do you want to be happy? There are many new weds that think the wedding rings Alianca bring happiness!	1951, 3 January, nr. 211, year 63, page 2, "Jornal de Noticias", Porto

An advertisement quantities and types of products identified in the two papers reveals the following: first the wide variety of advertising products in the "Jornal de Noticias" commercials, some of which are luxurious compared to a low variety of products and services promoted in "Secera si Ciocanul".

Conclusions

The conclusions of this study are based on a comparative case study on 300 Romanian and Portuguese advertisement messages collected from two local newspapers

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("Jornal de Noticias" and "Secera si Ciocanul" from 1951-1974). The study reveals quantitative and also qualitative research data. For the qualitative research the used method was the content analysis. To support the scientific approach other two theories have been applied in the qualitative part of study. The first one is the theoretical approach defined in Edgard Schein's organizational culture. The purpose is to demonstrate the cultural effect of propaganda and publicity. The second one is the Double Helix (Huey, Bill, 1999) advertising theory employed in this research in order to show that the effect of this two concepts are more profound as the time goes on. The content analysis reveals certain specificity for the propaganda and the publicity in Romania and Portugal, but also highlights some common instruments in the construction of this type of messages.

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