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**Social advertising in Poznan outdoor civic spaces  
as the form of the third sector's activity**

**Abstract**

The dissertation topic is the persuasion in social advertising, which is used by organizations in the third sector in aim to reproduce the social order. Above-mentioned reproduction is observed in two dimensions: denotative (open), where ocular social advertising's content – as the voice of general conscience – reminds us about all that, what usually is social taboo and connotative (hidden), where the persuasive potential designed to extended reproduction of social order is accumulated in the sphere of higher meanings.

Aforementioned problematic is situated on the basis of Institute for Social Research in Frankfurt am Main findings, where the existence of hidden mechanisms of social control exercised by mass media was showed for the first time. The studies in the vein of critical theory assumptions showed the stabilizing role of organizations in the third sector and emancipatory character of social advertising, demonstrated by its' potential in extended reproduction of social order.

Social advertising is unique, because in contrast to other tools of mass communication it doesn't content with plain *status quo*'s recreation in specific social community. Its' aim is to guarantee the freedom, equality and happiness to individuals by showing the causes of problems in the society.

In the course of the investigation to aforementioned findings, in the empirical analyses' sphere, in the dissertation were used assumptions of elaboration likelihood model by Richard Petty and John Cacioppo and proprietary compilation of positivist – formal compositional method and semiological analysis having its' origin in structuralism, in the terms proposed by Roland Barthes.