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Phraseological Analysis of Advertising Slogans using the Example of Artificial Intelligence

The aim of this article is to contribute to the discussion on the place of artificial intelligence in contemporary humanities, particularly in Polish linguistics in the context of advertising. In the epoch of ubiquitous mediatisation of life and the development of artificial intelligence, traditional creative activities – primarily based on the human mind – are becoming rare. It is therefore worthwhile to describe and evaluate this topic from a linguistic perspective. The specific aim of the study is to analyse the phraseological units generated by the GPT chat and their modifications in relation to food product advertisements. The study, based primarily on Stanisław Bąba's methodological proposal, revealed, among other things, that idiomatic expressions in codified/canonical form are used three times in the analysed material; one type of modification of phraseological units in chat – a listing innovation – is used. It can be concluded that, at the current stage of operation, the chat tool does not distinguish between idiomatic expressions, figurative uses, and shortened quotations. This is despite the possibility of full access to all online resources (as collective memory). Creating idiom-based entries proved difficult for ChatGPT, humanities and its resources is important.*

Keywords: ChatGPT, linguistics, idioms, modifications of idiomatic expressions.

* ChatGPT, according to Adam Wolański, "in the form of a combination of a variable noun with an invariable abbreviation, i.e., chat GPT and chat GPT (...) is a common expression referring to successive versions of the linguabot" and shows a high frequency of such use on the internet (<https://sjp.pwn.pl/poradnia/haslo/ChatGPT;22600.html>, access 16.05.2024), among others *Chat GPT w szkole. Szanse i zagrożenia* (<https://www.gov.pl/web/ai/chat-gpt-w-szkole-szansy-i-zagrozenia>, publication dated July 31, 2023, access 16.05.2024), *Czat GPT jako asystent usprawniający pracę redakcyjną i tłumaczeniową opisu kwalifikacji* (<https://www.youtube.com/watch?v=aysPFXp19Pc>, publication dated July 21, 2023, access 16.05.2024). Referring to the recommendations of the aforementioned normativist, „in subsequent references, we use synonymous appellatives, quasi-synonyms, periphrases, and finally also hyponyms. In the case of the proper name discussed here, the following common words and expressions can perform this function: program, application, artificial intelligence, bot, chatbot, GPT chatbot, linguabot, etc.” (<https://sjp.pwn.pl/poradnia/haslo/ChatGPT;22600.html>, access 16.05.2024), hence the title GPT chat. This choice is dictated by the simplification of the text in order to facilitate its perceptions.

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suggesting that traditional use of

ФРАЗЕОЛОГІЧНИЙ АНАЛІЗ РЕКЛАМНИХ СЛОГАНІВ НА ПРИКЛАДІ ШТУЧНОГО ІНТЕЛЕКТУ

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Метою цього дослідження є внесок у дискусію щодо місця штучного інтелекту в сучасних гуманітарних науках, зокрема в польській лінгвістиці, у контексті реклами. В епоху повсюдної медіатизації життя та розвитку штучного інтелекту традиційні види творчої діяльності, що ґрунтуються переважно на людському розумі, стають рідкісними. Тому доцільно осмислити цю тему під лінгвістичним кутом зору. Конкретною метою дослідження є аналіз фразеологічних одиниць, згенерованих чатом GPT, та їхніх модифікацій у контексті реклами харчових продуктів. Дослідження, яке базується переважно на методологічній пропозиції Станіслава Баби, виявило, серед іншого, що в аналізованому матеріалі тричі використовувалися ідіоматичні вирази в кодифікованій / канонічній формі; також було зафіксовано один тип модифікації фразеологічних одиниць у чаті — інновацію у вигляді переліку. Можна зробити*

* За словами Адама Воланського, ChatGPT «у вигляді поєднання змінного іменника з незмінною аббревіатурою, тобто chat GPT та chat GPT (...) є поширеним виразом, що позначає послідовні версії лінгвістичного бота», і демонструє високу частоту такого вживання в Інтернеті ([https://sjp.pwn.pl/poradnia/haslo/ChatGPT; 22600.html](https://sjp.pwn.pl/poradnia/haslo/ChatGPT;22600.html), доступ 16.05.2024), серед іншого Chat GPT w szkole. Szanse i zagrożenia (<https://www.gov.pl/web/ai/chat-gpt-w-szkole-szanse-i-zagrozenia>, публікація від 31 липня 2023 р., доступ 16.05.2024), Chat GPT як помічник, що полегшує редакційну та перекладацьку роботу з описом кваліфікації (<https://www.youtube.com/watch?v=a5yPFXp19Pc>, публікація від 21 липня 2023 р., доступ 16.05.2024).

Посилаючись на рекомендації вищезгаданого нормативіста, «у подальших посиланнях ми використовуємо синонімічні назви, квазісиноніми, перифрази, а також гіпоніми. У випадку власного імені, що тут обговорюється, цю функцію можуть виконувати такі загальні слова та вирази: програма, додаток, штучний інтелект, бот, чат-бот, чат-бот GPT, лінгвабот тощо» (<https://sjp.pwn.pl/poradnia/haslo/ChatGPT;22600.html>, доступ 16.05.2024), звідси й назва GPT-чат. Цей вибір диктується спрощенням тексту з метою полегшення його сприйняття

висновок, що на нинішньому етапі роботи чат-бот не розрізняє ідіоматичних виразів, образних уживань та скорочених цитат. І це, незважаючи на наявність повного доступу до всіх онлайн-ресурсів (як до колективної пам'яті). Створення записів на основі ідіом виявилось для ChatGPT складним завданням, що свідчить про важливість традиційного використання гуманітарних наук та їхніх ресурсів.

Ключові слова: ChatGPT, лінгвістика, ідіоми, модифікації ідіоматичних виразів.

The problem statement

The direct inspiration for my interest in this topic is research conducted at Kozminski University in Warsaw*, which shows that AI is based on cultural and linguistic stereotypes and can even be sexist, as it largely uses data available on the internet, which does not reflect the real world, but rather stereotypes. The study concerns the generation of images of people representing prestigious professions, such as scientists, lawyers, and judges. Most of the images generated by AI are of men.

An analogy can also be drawn with regard to the creation of statements based on idioms, especially since AI memory is a consequence of direct human work and memory, whose resources (primarily available on the internet) are used by the chatbot, and yet:

Cognitivists suggest that *memory is not a perfect recording device, but rather a reconstructive process*. It can be influenced by various factors, including suggestion, cultural contexts, and the passage of time. It has long been known that after many years, witnesses to a particular event may remember it differently (Łysiak, 2024: electronic version).

The credibility of images of the world can be further called into question by the Mandela effect, a phenomenon studied by neurocognitive scientists, among others, which concerns the functioning of the brain and human memory and is defined as collective (rather than individual) false memories of certain events, details, or cultural phenomena. The phenomenon was named by Fiona Broome in honor of South African activist and politician Nelson Mandela. Viewed from a cognitive perspective, the Mandela effect demonstrates the complexity of human memory and allows us to question our common understanding of reality. The Mandela Effect is a fascinating case study that helps us understand the complexities of memory and how our collective consciousness can be shaped by shared beliefs. Until we have a concrete explanation for this phenomenon, we can treat it as an incentive to question the reliability of our memories and the malleability of our perceptions. (Łysiak 2024: electronic version).

Nowadays, artificial intelligence is viewed, on the one hand, a way to support scientific work, and on the other, it can serve as a subject of research itself. Chat GPT is an advanced computer programme that simulates

* Kozminski University in Warsaw (ALK) – a Polish private academic institution based in Warsaw, founded in 1993, specializing in social sciences in the following disciplines: economics and finance, management and quality sciences, and legal sciences. According to the Financial Times European Business Schools Ranking, it is the leader in business education in Central and Eastern Europe. It has three international accreditations: AACSB, AMBA, and EQUIS, which together form the Triple Crown Accreditation. (<https://www.kozminski.edu.pl/en>; access 20.03.2024).

a conversation with a human (chatbot), which was developed in an American research laboratory (OpenAI) based on a large language model capable of generating texts in a specific context using huge amounts of data (GPT). The results obtained through interaction with GPT chat are the result of a properly asked question/command, or prompt*.

This platform, as emphasised by specialists dealing with the capabilities of the bot, is used for:

(G)enerating content for chatbots, summarising data, creating articles and stories, building customer service systems, assisting with tasks related to answering questions. However, it can do much more – it also excels at tasks such as writing software code, academic essays, articles, reports, Twitter posts**, and even poems (...) (Kruczkowska, 2023: <https://startup.pfr.pl/pl/aktualnosci/co-jest-chat-gpt-jak-i-do-czego-go-uzywac/>).

According to the author of the text, this service “has become a viable way to solve specific problems, explain complex concepts, or generate creative ideas”, hence the interest in GPT chat in relation to advertising language seems justified (Kruczkowska, 2023: <https://startup.pfr.pl/pl/aktualnosci/co-jest-chat-gpt-jak-i-do-czego-go-uzywac/>). The person creating persuasive text has an option of quickly generating profiled content—covering the topic, product, linguistic mechanism used, and the number of such creations. Still, there is no confirmation of the accuracy and appropriateness of the content generated by GPT chat. It should be assumed, however, that modern internet users, encouraged by the platform’s capabilities (primarily the speed of content creation in the face of deadlines for submitting their own texts), will use such assistance. This text aims to verify these assumptions. The analysis of phraseology and its innovation in slogans/advertising slogans generated by GPT chat is a pilot study entitled *Linguistic and stylistic analysis of texts generated by artificial intelligence*, planned as a research topic at the Department of Communication Pragmatics at the University of Rzeszów.

Phraseologisms***, as defined by Andrzej M. Lewicki, are socially established combinations of words exhibiting a certain structural and lexical irregulari-

* <https://pl.wikipedia.org/wiki/ChatGPT> (access 30.04.2024).

** <https://wsjp.pl/haslo/podglad/12012/post/5088582/wiadomosc-internetowa> (access 16.05.2024).

*** The theory of phraseological relationships has been discussed by, among others: A. M. Lewicki: *Wprowadzenie do frazeologii syntaktycznej. Teoria zwrotu frazeologicznego*, Katowice 1976; *Stażość i zmienność związków frazeologicznych*, Lublin 1982; *Składnia związków frazeologicznych*, „Biuletyn PTJ”, 1983, z. XL, s. 75-83; A. M. Lewicki i A. Pajdzińska, *Frazeologia*, (in:) *Encyklopedia Kultury Polskiej XX w.*, ed. A. Kłosowska, t. 2, Wrocław 1993, s. 307-327; S. Bąba: *Twardy orzech do zgryzienia, czyli o poprawności frazeologicznej*, Poznań 1986; *Innowacje frazeologiczne współczesnej polszczyzny*, Poznań 1989.

ty. They contain words or forms of words that do not occur in free syntactic combinations, the meaning of the phraseological unit does not follow from the meanings of its components, and finally, the rules of word combinability are sometimes violated*. These irregularities, which often co-occur, mean that the phrase does not have to be memorized in its entirety (including by AI), because it does not follow the rules of word combination that allow for the creation of an infinite set of utterances and syntactic groups (cf. Filip, 2003; Lewicki, Pajdzińska, 307). The position adopted by the authors is consistent with the understanding of phraseology by Stanisław Bąba, the professor to whom this scientific conference is dedicated. The phraseology researcher specifies:

The term *phraseology* (from the Greek *phasis*, meaning 'speech', and *logos*, meaning 'word' or 'science') is used in general language to refer to statements that have no basis in reality, empty talk, beautiful words, and slogans without deeper meaning. whereas in scientific terminology it refers to both the branch of linguistics concerned with the analysis and description of established word combinations such as *rzucić kłody pod nogi* 'to hinder, to obstruct someone' (Bąba 1986, 8).

The aforementioned phraseological analysis can be carried out in relation to phraseological norms and dictionary resources. Stanisław Bąba pointed out that it is "a collection of phraseological units approved by the Polish linguistic community and rules defining the way their identity is realized in texts" (Bąba 1986, 13)**. Within them, there may be innovations understood as conscious or unconscious deviations from the norm (Bąba 1986, 22). Unconscious modifications are treated as phraseological errors, while conscious ones are considered to be phraseological innovations, which, depending on their function, can be defined as: supplementary, modifying (supplementing, reducing, replacing a component, contamination), shortening, expanding, replacing, contaminating, regulating (changes in the category of number, case, aspect, word-formation form of the component, syntactic pattern), extending (Bąba 1986: 22-31).

The main material

The material basis for the analysis consists of 50 food product slogans in which GPT chat — in its understanding — used idiomatic expressions and

* Jolanta Piwowar, following Lewicki, specifies that a phraseologism is a lexical unit characterized by discontinuity of composition, stability of form, globality of meaning (idiomaticity), and consolidation in the language system (Piwowar 2009: 60).

** Stanisław Bąba points out that this collection is selectively recorded by contemporary dictionaries (Bąba 1986, 13). A separate chapter of Grażyna Filip's monograph (2003) is devoted to phraseology as a material for language games. The author also reviews research positions on phraseology.

their modifications. The data was collected on March 13, 2024, after logging into an individual account and issuing the following command in Polish:

Please come up with 50 slogans/advertising slogans for food products based on idiomatic expressions and their modifications.

After a few seconds, a response was received, distinguished by an initial delimitation of the type: *Sure, here are 50 advertising slogans for food products based on idioms and their modifications*, then the body with 50 slogans and the final delimitation with the following content: *I hope you like these slogans!*

The introduction and conclusion in the above response show syntactic inconsistency, because in the first part, the sender introduces an impersonal sentence with a paraphrase of the command received, while the conclusion is already specified (1st person singular). The distance between the interlocutor — the machine and the human being — was reduced by using a colloquial style in an informal variation. To this end, the chatbot used diminutive forms — *hasełka* and a direct pronoun — *Ci*, written with a capital letter for reasons of respect. Such narration creates the illusion of a conversation with an AI-generated recipient.

The syntactic structures provided by the chat were checked in three lexicographical sources according to their frequency of occurrence:

SFWP — Bąba S., Liberek J., 2001, *Dictionary of Contemporary Polish Idioms*, Wydawnictwo Naukowe PWN, Warsaw.

WSJP PAN — *The Great Dictionary of the Polish Language*, ed. P. Żmigrodzki, <https://wsjp.pl>

USJP — *Universal Dictionary of the Polish Language*, 1–6, 2003, ed. S. Dubisz, Wydawnictwo Naukowe PWN, Warsaw.

It should be emphasised that idioms appeared sporadically in the bot's responses, with only three statements out of 50 containing canonical expressions. The places marked with pronouns were filled with words belonging to the semantic category of food/meal. Here are some examples:

Ogromna przyjemność w każdym kęsie (Enormous pleasure in every bite) — this is an example of a phrase with the meaning 'find pleasure in something' USJP 3: 1103; additionally with hyperbole;

Smakowe uniesienie na wyciągnięcie ręki (A taste sensation at your fingertips) — frazeologizm *coś jest w zasięgu ręki, na wyciągnięcie ręki* (idiom *something is within reach, at your fingertips*) 'something is nearby, within arm's reach' USJP 4: 91; WSJP PAN similarly notes https://wsjp.pl/haslo/do_druku/16444/na-wyciagniecie-reki;

Kulinarne inspiracje *na każdy dzień* (Culinary inspiration *for every day*) – frazeologizm *dzień powszedni, zwykły dzień* (idiom: *weekday, ordinary day*) ‘every day except Sundays and holidays’ USJP 1: 765.

More frequently – 11 times – there were modifications of phraseological units, and in fact only one type of modification, namely replacement innovation, as illustrated by the selected examples (a list of all 50 slogans will be attached as an appendix to the text):

Przysmaki, które *kradną serca* – *ktoś/coś kradnie show* (Delicacies that *steal hearts* – *someone/something steals the show*) ‘all the attention of the audience, which was supposed to be focused on someone or something else’ (WSJP PAN) – component replacement – *show* replaced with *heart*;

Kulinarna *magia* dla wymagających – od *biała magia* (Culinary *magic* for discerning palates – from *white magic*) ‘activities such as performing magic, rituals, and incantations, based on belief in supernatural forces, invoking good powers, intended to bring beneficial effects’ (WSJP PAN) or *black magic* from something incomprehensible ‘something completely incomprehensible or unknown to someone’ (WSJP PAN);

Odkryj *harmonię* smaków (Discover *the harmony* of flavors) – from *the harmony of spheres* ‘According to Pythagoras, the totality of sounds emitted by celestial bodies, which are inaudible to humans and perfectly harmonious’ (noun phrase) (WSJP PAN);

Kulinarne *marzenia* stają się rzeczywistością (Culinary *dreams* become reality) – ‘a series of thoughts and images arising during sleep, not subject to the laws of logic’; frazeologizm *senne marzenie* (idiom *dream*) ‘something unreal, unattainable’ USJP 2:777.

The most numerous series of examples observed in the sample material are expressions recognized by chat as idioms, but marked in dictionaries with the qualifier *abridged quote* and not *a phraseological unit*. Here are some examples:

Smakowy *raj na ziemi* (A taste *paradise on earth*) – ‘a beautiful, charming place’ USJP 4: 20;

Odkryj *magię* smaków natury (Discover *the magic* of nature’s flavors) – use in one of the lexical meanings of the noun *magia* ‘extraordinary power of influence, captivating charm, spell’ (magic of words, numbers, places, etc.) USJP 2: 730;

Sekrety smakowego *dobrobytu* (Secrets of flavorful *prosperity*) – book, shortened quote: ‘good material conditions; abundance; wealth’ USJP 1: 625;

Sztuka kulinarna w najwyższym wydaniu (*The culinary arts* at their finest) – non-idiomatic use; means ‘the ability to perform something fluently that

requires talent, skill, or special qualifications'; shortened quote, e.g., the art of writing, reading, the art of speaking USJP 4: 686;

Zanurz się w morzu smaków (Immerse yourself in a sea of flavors) — bookish 'a great deal of something; a lot', abbreviated quote such as a sea of green, a sea of coffee, a sea of lies USJP 2: 925; to samo w WSJP PAN.

In the material base, as idioms, chat also suggested metaphorical uses referring to an abbreviated quotation, e.g.:

Kuchenna ekstaza (Kitchen ecstasy) — metaphorical use 'a state of rapture, ecstasy, combined with a loss of sense of reality, mainly associated with aesthetic and religious experiences' USJP 1: 806;

Kulinarna podróż po najpiękniejszych regionach smaku (A culinary journey through the most beautiful regions of taste) — metaphorical use referring to the abbreviated quote: sightseeing trip in the sense of 'traveling to a distant place, in stages across vast areas' USJP 3: 571;

Smakowy festiwal dla ciała i duszy (A taste festival for body and soul) — metaphorical use meaning 'an artistic event, often cyclical, combined with a competition' USJP 1: 895.

It is worth noting that in the collected material, the lexeme *smak* (*taste*) was used 27 times out of 50 utterances in the form of a noun or words derived from it. The chat suggestions included the following parts of speech:

1. noun *smak* (*taste/ flavor*) in the singular (Rajskie zapachy, rajski *smak*; Poczuj pulsującą moc *smaku*; Każdy składnik to mała historia *smaku*; Poznaj esencję prawdziwego *smaku*; Przepelnione *smakiem* uczucie spełnienia; Kulinarna podróż po najpiękniejszych regionach *smaku*; Poznaj sekrety niebiańskiego *smaku*; Odkryj tajemnicę doskonałego *smaku*; Zachwyć się *smakiem* jak nigdy dotąd — Heavenly aromas, heavenly *taste*; Feel the pulsating power of *flavor*; Each ingredient is a little story of *taste*; Discover the essence of true *taste*; A feeling of fulfillment filled with *taste*; A culinary journey through the most beautiful regions of *taste*; Discover the secrets of heavenly *taste*; Discover the secret of perfect *taste*; Marvel at *taste* like never before);

2. noun *smaki* (*tastes/ flavors*) in the plural (5 razy: Połączenie *smaków*, które uwodzi; Świat *smaków* w jednym opakowaniu; Odkryj harmonię *smaków*; Odkryj magię *smaków* natury; Zanurz się w morzu *smaków*; *Smaki*, które budzą zmysły do życia; Rozkoszuj się *smakami* życia — 5 times: A seductive combination of *flavors*; A world of *flavors* in one package; Discover the harmony of *flavors*; Discover the magic of nature's *flavors*; Immerse yourself in a sea of *flavors*; *Flavors* that awaken the senses; Savor the *flavors* of life);

3. a transpositional noun denoting the name of an action, process, or state formed by combining a verb with the suffix *-anie* (Grzegorzcykowa, Puzynina, 1999,

390-398; Filip, Krauz, 2010, 128-129) i.e. *smakowanie* (*tasting*), as in the example: *Sztuka smakowania na nowym poziomie* (The art of *tasting* on a new level);

4. adjectives describing *smakowy* (*taste*) i *smakowe* (*flavor*) (*Smakowy raj na ziemi*; *Smakowy festiwal dla ciała i duszy*; *Smakowe arcydzieła dla wybrednych*; *Smakowe uniesienie na wyciągnięcie ręki*; *Smakowe doznania, których nie zapomnisz*; *Przeżycie smakowe bez granic* – A *taste* paradise on earth; A *taste* festival for body and soul; *Taste* masterpieces for the discerning; *Taste* ecstasy at your fingertips; *Taste* sensations you will never forget; A *taste* experience without limits).

The analysed collection also featured intersemiotics/intertextuality in *Jedz, delektuj się, powtarzaj* (*Eat, Savor, Repeat*), evoking associations with the title of the film “*Jedz, módl się i kochaj*” (*Eat, Pray, Love*), directed by Ryan Murphy as an adaptation of the autobiographical book of the same title by Elizabeth Gilbert.

Conclusions

Based on the phraseological analysis, mainly grounded on Stanisław Bąba's methodological proposal, it is concluded that:

1. No dictionary classification of idioms for most of the phrases given in the chat.

2. Threefold use of idiomatic expressions in a codified/canonical form.

3. The use of only one type of modification of phraseological units in the chat – replacement innovation – in eleven slogans.

4. Frequent use of syntactic constructions classified in Polish dictionaries as abbreviated quotations (19 times) or figurative usage.

5. Reating slogans based on the lexeme *taste* (or *flavor*) and its derivatives referring to the sense of *taste*, also using hyperbole to exaggerate the quality of *taste*.

6. Not using the names of contemporary/current food products in any advertising slogans.

Considering the frequency of abbreviated quotations and figurative meanings compared to the use of idioms, it can be concluded that at this stage of the tool's operation, the chat does not distinguish between idiomatic expressions and figurative uses and abbreviated quotations. This is despite the possibility of full access to all Internet resources (as collective memory). Creating slogans based on idioms proved difficult for ChatGPT, suggesting that the possibilities of traditional humanities are not yet passé (cf. Filip, 2019).

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