

CIŚCIE TAM...! A WARTKO! REKLAMOWE GRY KOMUNIKACYJNOJĘZYKOWE Z REGIONALNYM ODBIORCĄ

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**CIŚCIE TAM...! A WARTKO! ADVERTISING COMMUNICATIVE-LINGUISTIC
GAMES WITH THE REGIONAL RECEIVER**

ABSTRACT *The article presents the results of a advertising communciative-lingustic game with the local receiver based on contextual references to dialectal subcode peculiar to the values and cultural symbols of Upper Silesia.*

KEY WORDS *communciative-lingusticgame, advertising, dialekt, values, symbols, Upper Silesia*

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