

Language as a Sales Tool: How Politicians Adopt the Language of Marketers

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Abstract

The study explores how Slovak politicians adopt marketing language strategies, focusing on the use of calls to action (CTAs) and sentiment in social media communication. Using a balanced dataset of 800 Facebook posts – 400 from eight retail chains and 400 from eight political figures – the research compares linguistic patterns between commercial and political discourse. Sentiment analysis reveals that corporate communication is predominantly positive or neutral, while political messages often carry a negative or confrontational tone, particularly among coalition representatives. CTA analysis shows that companies rely mainly on informative and transactional prompts, whereas politicians favour mobilizing appeals that encourage participation and collective action. Despite these differences, both groups share structural similarities, indicating that political discourse increasingly mirrors marketing techniques. The findings suggest a convergence of linguistic strategies between business and politics, with language functioning as a universal tool of persuasion aimed at shaping behaviour and mobilizing audiences. This transformation highlights the growing commercialization of political communication and raises questions about the ethical and communicative implications of blending political rhetoric with marketing discourse.

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Keywords: political marketing, call to action, political discourse, marketing discourse, sentiment analysis.

Kľúčové slová: politický marketing, výzva k akcii, politický diskurz, marketingový diskurz, analýza sentiment.

Introduction

Calls to action (CTAs) play an important role in both marketing and political communication. They act as language tools that aim to cause a specific reaction or behaviour from an audience. In marketing, CTAs – whether direct (for

example, “Buy now”, “Share this post”) or more subtle – have been shown to increase customer interaction on digital platforms. Research shows that including interactive CTAs in social media posts raises the number of clicks, likes, comments, and shares, especially when these posts include images or videos (Moran et al., 2019). CTAs work better when they appeal to people’s wish to help others, which makes them more likely to share information or recommend products (Jung et al., 2020). Their impact also depends on factors such as the type of reward, the customer’s previous experience, and how intrusive the message feels. Studies suggest that practical, non-monetary rewards and personalised approaches based on past relationships often give better results (Vafainia et al., 2019). However, some research notes that CTAs do not always work equally well in all situations or with all audiences (Usmani et al., 2019).

Theoretical background

Research into political marketing shows that marketing (more precisely, advertising) persuasion techniques such as segmentation and framing largely shape communication strategies in elections (Cwalina et al., 2011). In this context, it should be noted that CTAs are an integral part of these techniques. CTAs are short, directive, and urgent calls that are visually striking and designed to shorten the decision-making process and prompt consumers to take immediate action. These calls are usually in the imperative form.

In political communication, CTAs serve as tools of persuasion that aim to move people to act together. They often appear within larger messages that use stories of heroes and villains or focus on group identity. These strategies create emotional involvement and make the proposed actions seem more legitimate (Homolar, 2021; Bos et al., 2019). When politicians speak directly to their audience or invite a response, their CTAs become stronger and more convincing (Livnat & Lewin, 2016). Experiments show that CTAs in political comedy or campaign messages can encourage some forms of participation, though they do not always make people feel more politically capable or lead to deeper involvement (Bode & Becker, 2018). The success of political CTAs also depends on the speaker’s credibility, use of evidence, and emotional tone of the message (Hart & Fuoli, 2020; Homolar, 2021; Bos et al., 2019).

New developments in generative AI have made it possible to create personalised CTAs on a large scale in both marketing and politics. Messages tailored to a person’s values or personality often persuade more effectively than general messages (Matz et al., 2024). Still, some studies suggest that

personalised CTAs are not always stronger than well-written general ones (Hackenburg & Margetts, 2024).

This study is grounded in the CTA classification according to Wurst et al. (2023), who divide it into three categories:

- a) informative – providing facts and arguments (e.g., *see statistics on energy price trends*),
- b) interactive – encourage dialogue and action (e.g., *write your thoughts in the comments section*),
- c) mobilizing – are direct and elicit specific behaviour, e.g., voter turnout, signing a petition, or participating in a protest (e.g., *come vote on Saturday and decide the future of Slovakia*).

With the advent of large language models (LLMs), it has been found that calls to action are frequently and abundantly represented in multimodal election content, directly demonstrating their structural, regularly recurring occurrence among various political actors (Achmann-Denkler et al., 2024).

The purpose of calls to action varies depending on the domain, but is based on the same rhetorical logic, namely, to reduce the cognitive barrier between persuasion and behaviour. In marketing, the main goal is to stimulate purchase, registration, or product testing. In politics, on the other hand, the goal is to transform passive sympathisers into active participants, who become either voters or, in many cases, demonstrators. In this way, a path is formed from political awareness to civic action. Studies suggest that the adaptation of marketing CTAs in political campaigns and political discourse is a sign of mediated politicization (Jungherr, 2016; van Aelst et al., 2021).

Štefančík (2021) assumes that the choice of linguistic means in Slovak political discourse is intertwined with strategic persuasion and adaptation to new communication environments.

Studies in Central Europe provide further insights into political marketing. The results of a Slovak survey link activity on social networks (especially Facebook and Instagram) with support for democracy in general, but not exclusively with support for liberal values (Baboš et al., 2024). Comparative analyses of young political organizations in Slovakia and the Czech Republic point to interactive styles and mobilization techniques on social networks (Mihálik et al., 2022). Research focused on Czech digital political advertising (AMO, 2020) and social media campaigns across Europe (Bossetta, 2018; Nulty et al., 2016) suggest that such an environment supports concise and repetitive calls to action for better visibility and rapid engagement.

Based on these theoretical and empirical findings, the study formulates the following hypothesis and research questions, which aim to examine the extent of structural convergence and functional divergence in the use of CTAs in political and commercial communication:

H₁: Politicians and companies use the same forms of calls to action, making marketing and political language interchangeable in terms of structure, even though their functional orientation is fundamentally different.

- RQ₁: How do politicians adapt the originally marketing-oriented CTA to their mobilization purposes?
- RQ₂: To what extent does the distribution of CTA differ between coalition and opposition representatives?

Methodology

In our study, we created our own balanced dataset of social media posts, as there was no source in Slovakia that captured the language strategies of major retail chains and key political actors during the same period and under the same conditions. We chose Facebook as the social network, as it is the primary channel for both domains in our country.

Table 1: Analysis of the dataset by individual entities

Subject	Date of first post	Posts in 09/2025	Peak of the day
Biedronka	02/09/2025	50 (100%)	03/09/2025 (5)
Billa	16/08/2025	28 (56%)	28/08/2025 (3)
COOP Jednota	30/07/2025	20 (40%)	31/07/2025 (3)
FRESH	09/07/2025	13 (26%)	27/08/2025 (4)
Kaufland	07/09/2025	50 (100%)	10/09/2025 (5)
Lidl	28/08/2025	43 (86%)	04/09/2025 (4)
METRO	23/05/2025	11 (22%)	17/09/2025 (3)
YEME	14/03/2025	7 (14%)	26/06/2025 (3)
Andrej Danko	02/08/2025	17 (34%)	31/08/2025 (3)
Branislav Gröhling	22/08/2025	38 (76%)	22/09/2025 (3)
Erik Kaliňák	24/01/2025	5 (10%)	28/02/2025 (2)
Matúš Šutaj Eštok	28/08/2025	42 (84%)	01/09/2025 (4)
Michal Šimečka	12/09/2025	50 (100%)	23/09/2025 (8)
Milan Majerský	07/09/2025	50 (100%)	19/09/2025 (5)
Robert Fico	17/07/2025	24 (48%)	11/09/2025 (4)
Ľudovít Ódor	15/05/2025	15 (30%)	13/06/2025 (3)

The dataset contains 800 posts – 400 from the accounts of eight retail companies (Biedronka, Billa, COOP Jednota, FRESH, Kaufland, Lidl, METRO, YEME) and 400 from the accounts of eight political actors, evenly

represented from the ranks of the coalition (Robert Fico, Andrej Danko, Erik Kaliňák, Matúš Šutaj Eštok) and the opposition (Michal Šimečka, Branislav Gröhling, Milan Majerský, Ľudovít Ódor). Each entity is represented by 50 posts, which eliminates the impact of uneven activity and allows for fair comparisons across groups and within groups.

The time coverage (see Table 1) is set retrospectively (from newer to older) and reflects the actual publication rhythms in 2025. The corporate section covers the period from March 14, 2025, to September 21, 2025, while the political section covers the period from January 24, 2025, to September 25, 2025, with the core activity falling in September 2025, when up to 55.5% of all corporate posts (222/400) and 60.2% of political posts (241/400) were published in that month (09/2025).

The busiest moment for companies was week 37 (83 posts) and for politicians week 38 (72 posts). The so-called ‘peak’ of the day occurred for companies on September 10, 2025 (17 posts in one day) and for politicians on September 24, 2025 (19 posts in one day). These values show that we are comparing both discourses during a period of high publication intensity, not during the ‘silly season’.

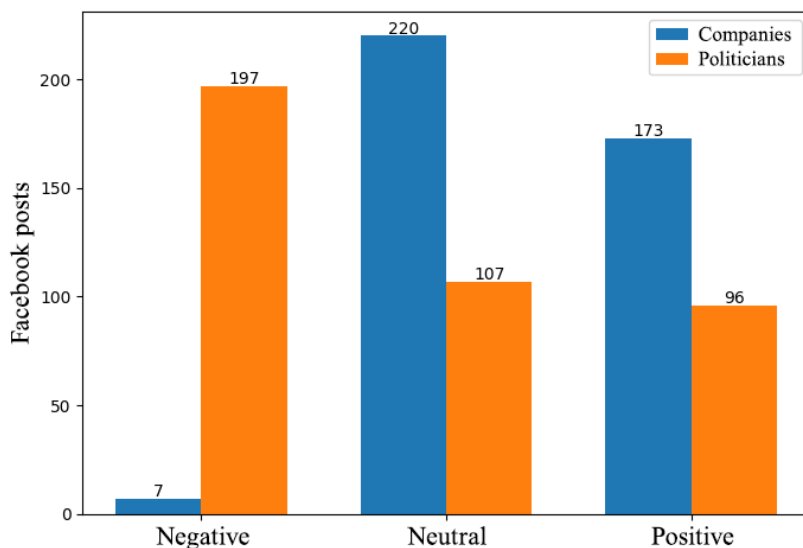
However, the frequency of posting varies between subjects. Biedronka has all 50/50 posts concentrated exclusively in September 2025 (100% September share) and published as many as 5 posts in one day (September 3, 2025). Among political actors, Michal Šimečka is an extreme case – 50/50 of posts in 09/2025 (100%), with as many as 8 posts published on a single day, September 23, 2025.

For the qualitative analysis, we used sentiment analysis in the Google Colab environment with the Python language. We extracted CTA instances via Sketch Engine using the formula [tag="k5.*nP.*p2.*mR.*"]. We then divided the CTA expressions into three groups.

Results

Graph 1 shows the distribution of sentiment in posts by companies and politicians on social networks. The data clearly show a marked contrast between the two groups. Corporate communication is predominantly neutral (220 posts) and positive (173 posts), with only a minimal negative tone (7 posts). In sharp contrast, political communication shows 197 posts with a negative tone, while there were only 96 positive posts and 107 neutral ones.

Chart 1: Sentiment analysis – companies vs. politicians (XLM-R)



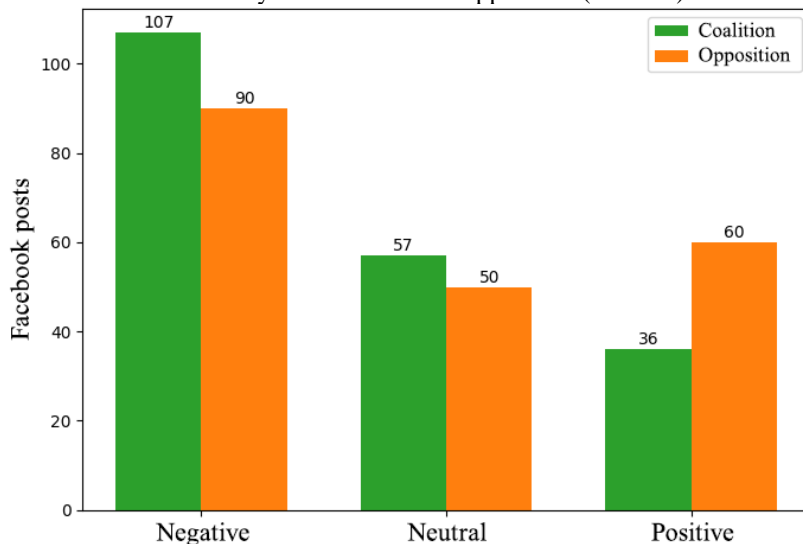
This difference reflects the basic strategy of both actors – companies associate their brand with positive emotions and strive to avoid confrontational rhetoric, while politicians deliberately use negative framing as a tool for mobilization and attracting attention. Politicians often attack not only their opponents but also their coalition partners. The language used in business to convince people of the benefits of a product is transformed in politics into the language of conflict, warning, and polarization.

Surprisingly, in Slovak political communication on social networks, a negative tone appears more often in posts by coalition representatives than in posts by the opposition, as we can see in Graph 2. This result defies common expectations that the opposition should be more aggressive in its rhetoric, criticizing and framing events in a negative light.

In contrast, companies clearly dominate their posts with a positive and neutral frame. Their goal is clear – to associate the brand with pleasant emotions, promote trust, and elicit desired consumer behaviour.

While sentiment analysis showed a fundamental difference in the emotional tone of corporate and political posts, another key element of language strategy is calls to action.

Chart 2: Sentiment analysis – coalition vs. opposition (XLM-R)



Graph 3 shows the CTA profile in corporate and political communication. While corporate posts clearly dominate with calls related to purchasing and consumer behaviour (“buy”, “try”, “take advantage of the sale”), political communication is focused on mobilization (“come”, “support”, “vote”). This difference is logical given the different goals of the two actors – companies aim for direct sales and immediate consumer action, while politicians mobilise citizens to participate in social and electoral processes.

However, a closer look at the graph reveals two interesting overlaps. First, although companies have no reason to appeal to political mobilization in their communications, the use of calls such as ‘get involved’ or ‘support’ suggests that marketing campaigns are increasingly using the vocabulary of engagement, which has traditionally been associated with politics. Second, politicians are using language that was originally commercial in nature – for example, an emphasis on direct experience (“try it”) or benefits (“take advantage”).

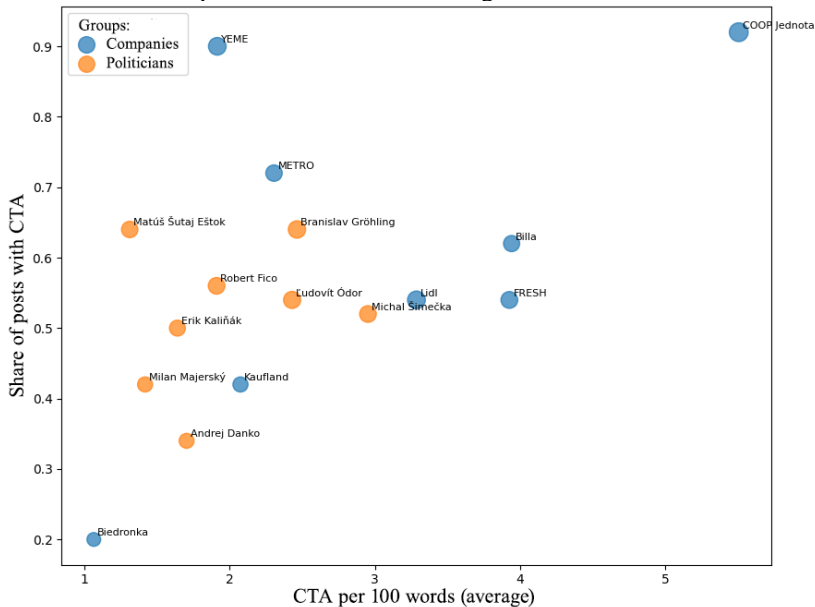
Chart 3: CTA – companies vs. politicians



Graph 4 shows the CTA profile of individual entities, where the horizontal axis shows the average number of CTAs per 100 words and the vertical axis shows the proportion of posts in which the CTA appears. The graph allows us to see not only the intensity of the use of calls to action, but also their prevalence in overall communication.

Among companies, the most extreme example is COOP Jednota, located in the upper right corner of the graph. This brand combines a very high proportion of posts with CTAs (over 90%) with an above-average number of CTAs per 100 words. Their communication is therefore distinctly sales-oriented. Similarly, Yeme and METRO also have a high profile, as they also use CTAs in most of their posts, although their language is less cluttered with calls to action. In contrast, Biedronka's communication contains only minimal CTAs, which may be related to a different type of positioning strategy.

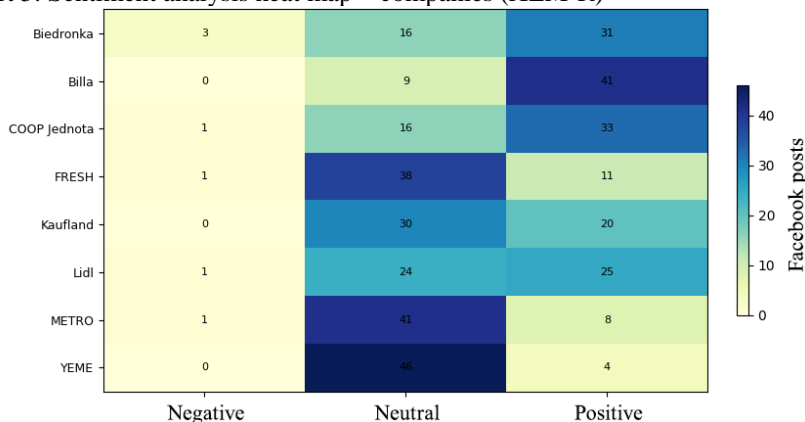
Chart 4: Scatter – profile of entities according to CTA



Among politicians, we see a more scattered picture. Several actors are located in the middle of the graph (e.g., Robert Fico, Ľudovít Ódor, Michal Šimečka), which indicates balanced use of CTA – present in about half of the posts, but not dominantly saturated. On the other hand, Andrej Danko is at the lower end of the spectrum, which points to weak use of calls to action and a rather passive communication style. An interesting case is Matúš Šutaj Eštok, who has a high proportion of posts with CTAs, suggesting that he is adopting mechanisms similar to brand marketing communication.

The analysis of sentiment and CTA to date has shown clear differences between companies and politicians at the group level. This perspective is important for identifying major trends, but it also hides the internal diversity of individual entities. Not all politicians communicate in the same negative way, nor do all companies base their communication exclusively on positive frameworks. That is why we have prepared heat maps that allow us to closely monitor the distribution of sentiment at the level of individual brands and political leaders. This perspective reveals nuances that remained hidden in the aggregated graphs.

Chart 5: Sentiment analysis heat map – companies (XLM-R)

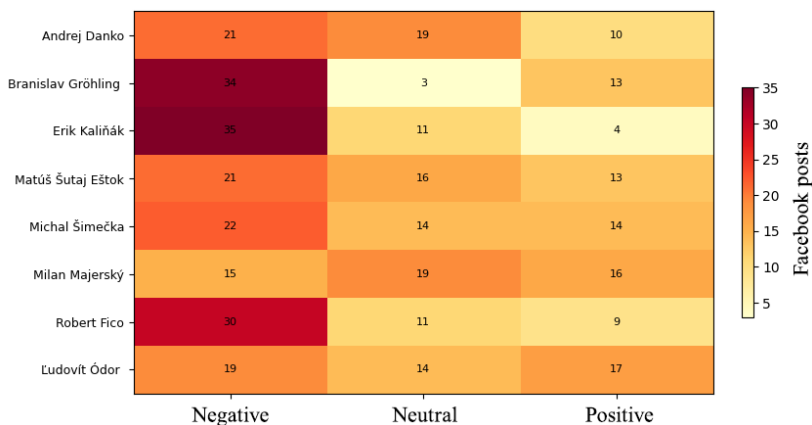


Graph 5 shows a heat map of sentiment analysis for posts by individual retail chains. At first glance, we can see that the negative tone is practically negligible in corporate communications – it appears only in a few posts, most often in connection with explaining restrictions (e.g., temporary unavailability of products or changes in opening hours). Most posts are either neutral (informational announcements) or positive (emphasizing discounts, new products, or competitions).

However, the differences between individual brands are remarkable. Billa and COOP Jednota have a clear dominance of positive posts, deliberately associating the brand with pleasant emotions and values closer to people. On the contrary, METRO and Yeme have a significantly higher proportion of neutral posts – their communication seems more factual, focused more on informing than on emotional tone. Lidl and Fresh balance between the two approaches, with both chains combining neutral announcements (e.g., about their product range) with positive accents (promotions, competitions). Biedronka is unique in that it has a relatively large share of positive content, which may be a result of its positioning strategy as a friendly brand.

While corporate communication appears almost homogeneous in the results, the political sphere offers a much more colourful and contrasting picture. To understand how individual actors work with language in practice, it is necessary to look at the second heatmap, which captures in detail the distribution of sentiment among individual

Chart 6: Sentiment analysis heat map – politicians (XLM-R)



Graph 6 shows a heat map of sentiment analysis of posts by individual political leaders. Unlike companies, political communication is significantly more variable – while some actors have predominantly negative posts, others combine neutral and positive frames.

The negative tone is most prominent among politicians such as Erik Kaliňák and Branislav Gröhling, who use criticism as a basic communication tool. Similarly, Robert Fico has long relied on contrasting himself with his opponents, which is reflected in a high proportion of negative posts. At the opposite end of the spectrum is, for example, Ľudovít Ódor, whose communication is more balanced, combining neutral information with positive appeals. Michal Šimečka, on the other hand, shows a relatively even representation of all three sentiment categories, which may reflect an effort to appeal to a wider audience.

Overall, it appears that political communication is significantly more based on confrontational and polarizing language than corporate communication, with a negative tone becoming the dominant strategy for many politicians.

The analysis of sentiment and calls to action revealed fundamental differences between corporate and political communication.

The following section presents selected examples of CTAs in political and commercial communication.





Table 2: Examples of political CTAs

Politician	Informational CTA	Interactive CTA	Mobilization CTA
Fico	„Očakávam od ministra zdravotníctva, že urobí všetky potrebné kroky.“ "I expect the Minister of Health to take all necessary steps."	-	„Nech každý z nás je dnes lepší, ako bol včera.“ "Let each of us be better today than we were yesterday."
Eštok	„Je potrebné tieto útoky jasne odsúdiť.“ "These attacks must be clearly condemned."	-	„Vidíme sa čoskoro na ďalších akciách!“ "See you soon at future events!"
Danko	-	„Posúďte sami.“ "Judge for yourselves."	„Príďte si pochutnať... ne-nechajte ujst'!“ "Come and enjoy... don't miss out!"
Kaliňák	-	„Veď posúďte sami.“ "Judge for yourselves."	„Bežte a zoberte so sebou aj Šimečkovu rodinu!“ "Go and take Šimeček's family with you!"
Šimečka	„Pozrite si mapu miest a povedzte nám, v ktorom z nich sa vidíme.“ "Look at the map of cities and tell us which one we can see each other in."	„Pomôžte nám zdieľať, nech sa k nim dostane.“ "Help us by sharing, so that it reaches them."	„Pridajte sa k nám... už tento utorok o 18:00.“ "Join us... this Tuesday at 6 p.m."

Gröhling	-	„Zdieľajte! Slovensko potrebuje ge- nerálny štrajk!“ "Share! Slova- kia needs a ge- neral strike!"	„Vidíme sa aj ďalší týždeň ... na generálnom štrajku 17.11.2025!“ "See you next week... at the ge- neral strike on November 17, 2025!"
Majerský	„Link na celý článok nájdete v prvom komentári.“ "You can find the link to the full article in the first comment."	-	„Pridajte sa aj vy a kráčajme spoločne za život.“ "Join us and let's walk together for life."
Ódor	„📄 Naš dokument si môžete stiahnuť a prečítať na https://progressivne.sk/tresk/ “ "📄 You can download and read our document at https://progressivne.sk/tresk/ "	„📄 Celý text si môžete prečítať, ak začnete odoberať môj newsletter.“ "📄 You can read the full text if you start subscribing to my newsletter."	„🍷 Ľudova krčma pokračuje... Nezabudnite si zarezervovať stôl v krčme! Teším sa na vás!“ "🍷 The folk pub continues... Don't forget to reserve a table at the pub! I'm looking forward to seeing you!"

Table 3: Examples of company CTAs

Company	Informational CTA	Interactive CTA	Mobilization CTA
LIDL	„Viac informácií nájdete na www.lidl.sk .“ „Celý recept nájdete v popise dole...“	„Do komentára napíšte, koho by ste zobrali...“ „Ktorá je váš favorit?“	„Hlasujte na www.dvorcheck.sk .“ „Zaregistrujte sa na upracme.sk .“

	<p>„Nový ONLINE leták... prelistujte si...“</p> <p>"You can find more information at www.lidl.sk."</p> <p>"You can find the full recipe in the description below..."</p> <p>"New ONLINE leaflet... browse through it..."</p>	<p>"Write in the comments who you would take with you..."</p> <p>"Which one is your favorite?"</p>	<p>„Nakupujte v Lidli a využite zľavy.“</p> <p>"Vote at www.dvor-check.sk."</p> <p>"Register at upracme.sk."</p> <p>"Shop at Lidl and take advantage of the discounts."</p>
Billa	<p>„Objavte výber produktov v katalógu  (link).“</p> <p>„Viac informácií na www.billa.sk.“</p> <p>„Tip od odborníka...“</p> <p>"Discover the selection of products in the catalogue  (link)."</p> <p>"More information at www.billa.sk."</p> <p>"Expert tip..."</p>	<p>„Ktorý plyšák ti prirástol k srdcu?“</p> <p>„Ochutnáte ju aj vy?“</p> <p>"Which plush toy has become your favorite?"</p> <p>"Will you try it too?"</p>	<p>„Nazbieraj 10 nálepiek a vyzdvihni plyšáka.“</p> <p>„Aktivuj kupón v aplikácii.“</p> <p>„Nakúp 3 tyčinky a zaregistruj účtenku.“</p> <p>"Collect 10 stickers and pick up a plush toy."</p> <p>"Activate the coupon in the app."</p> <p>"Buy 3 bars and register your receipt."</p>
Kaufland	<p>„Nazrite do letáka  kauf.land/novy-letak.“</p> <p>„Objavte na našom online trhu...“</p> <p>"Take a look at the leaflet  kauf.land/novy-letak."</p> <p>"Discover it on our online marketplace..."</p>	<p>„Ako sa rozbehol školský rok?“</p> <p>„Spomínate si, čo ste pred 25 rokmi robili?“</p> <p>"How has the school year started?"</p> <p>"Do you remember what you were doing 25 years ago?"</p>	<p>„Zaregistrujte svoje dieťa do projektu Deti na hokej.“</p> <p>„Príďte na jarmok/vinobranie.“</p> <p>„Predzásobte sa na Dušičky.“</p> <p>"Register your child for the Children on Ice project."</p> <p>"Come to the fair/wine harvest festival."</p> <p>"Stock up for All Souls' Day."</p>
COOP Jednota	<p>„Nové zľavy 16.–24.9., prelistujte leták.“</p>	<p>„Ktorá reklama je vaša obľúbená?“</p>	<p>„Staňte sa appkáčom a vyhrajte auto.“</p>

	<p>„Ne(tradičné) recepty – grilované ovocie.“</p> <p>„Časopis Jednota – prečítajte si online.“</p> <p>"New discounts from September 16–24, browse the leaflet."</p> <p>"(Un)traditional recipes – grilled fruit."</p> <p>"Jednota magazine – read it online."</p>	<p>„Zaželajte bačovi niečo pekné.“</p> <p>„Napíšte spomienku na školu.“</p> <p>"Which advertisement is your favorite?"</p> <p>"Wish the shepherd something nice."</p> <p>"Write a memory about school."</p>	<p>„Nakúp nad 10 € a získaj 10 % späť.“</p> <p>„Hlasuj za našu predajňu.“</p> <p>"Become an app user and win a car."</p> <p>"Spend over €10 and get 10% back."</p> <p>"Vote for our store."</p>
Biedronka	<p>„Nový leták je tu – stačí prelistovať.“</p> <p>„Zajtra 15.9. zatvorené.“</p> <p>"The new leaflet is here – just browse through it."</p> <p>"Closed tomorrow, September 15."</p>	-	<p>„Príďte do novej predajne v Revúcej.“</p> <p>"Come to the new store in Revúca."</p>
YEME	<p>„Bio hovädzie – ako funguje BIO.“</p> <p>„Dubáky od Erika Valentoviča (lokálny pôvod).“</p> <p>„Zlaté Slnko 2025 – výsledky a poďakovanie.“</p> <p>"Organic beef – how ORGANIC works."</p> <p>"Porcini mushrooms from Erik Valentovič (local origin)."</p> <p>"Golden Sun 2025 – results and thanks."</p>	-	<p>„Navštívte náš rybí trh.“</p> <p>„Príďte ochutnať nové talianske špeciality.“</p> <p>"Visit our fish market."</p> <p>"Come and taste the new Italian specialties."</p>
Fresh	<p>„Prelistujte si aktuálny leták.“</p> <p>„Objavte najnižšie</p>	<p>„Napíšte nám do komentára, čo si o</p>	<p>„Stiahnite si aplikáciu Fresh.“</p> <p>„Nakúpte nad 10 € a</p>

	<p>ceny na našom webe.“</p> <p>"Browse the current leaflet."</p> <p>"Discover the lowest prices on our website."</p>	<p>tom myslíte.“</p> <p>„Kto je vašim verným nákupným partnerom?“</p> <p>"Write in the comments what you think about it."</p> <p>"Who is your loyal shopping partner?"</p>	<p>získajte zľavu.“</p> <p>„Zapojte sa do súťaže o poukážku.“</p> <p>"Download the Fresh app."</p> <p>"Spend over €10 and get a discount."</p> <p>"Take part in the contest to win a voucher."</p>
METRO	<p>„Tankujte výhodne – ponuka platí od 18.9. do 21.9.“</p> <p>„Viac informácií na franchising.mojobchod.sk.“</p> <p>„DISH sú digitálne nástroje...“</p> <p>"Refuel at a great price – offer valid from September 18 to 21."</p> <p>"More information at franchising.mojobchod.sk."</p> <p>"DISH are digital tools..."</p>	<p>„Hotelieri, máte takto nastavenú cenotvorbu?“</p> <p>„Zdieľajte, ak sa vás to týka.“</p> <p>"Hoteliers, do you have your pricing set up like this?"</p> <p>"Share if it applies to you."</p>	<p>„Pridajte sa k sieti môjobchod.“</p> <p>„Napíšte na nákup@metro.sk.“</p> <p>„Nakúpte a získajte Pilsner za 1 €.“</p> <p>"Join the môjobchod network."</p> <p>"Write to nákup@metro.sk."</p> <p>"Make a purchase and get a Pilsner for €1."</p>

A comparison of political and commercial communication reveals significant differences in the orientation and function of calls to action. Political CTAs are predominantly mobilizing and value-appealing in nature – they aim to encourage collective action, identification with a goal, or rejection of the opposing side. They are emotionally charged, often framed in collective language (“let’s go”, “let’s stand up”, “let’s not allow”) and use an urgent tone. Corporate CTAs, on the other hand, are transactional and pragmatic – they have an immediate consumer goal and are linked to an offer, benefit, or advantage.

While political actors use calls to action as a means of legitimization and mobilization, companies use them as a tool for conversion and loyalty. On a discursive level, CTAs in politics resemble a ritual of collective action, while

in marketing they function as a trigger for individual behaviour. Political calls to action thus carry elements of emotional polarization and identity, while corporate ones remain at the level of a functional impulse oriented toward performance and immediate response.

Conclusion

Our analysis has shown that language is no longer just a neutral tool for communication – it has become the main asset with which actors compete for attention. Companies use it to sell products, politicians use it to sell visions and emotions. The common denominator is that language is perceived as a strategic means of persuasion and mobilization, and therefore the two spheres are inevitably converging in their approaches.

The greatest contribution of our research is the revelation that politicians are adopting not only the vocabulary of marketing, but also its structure. This blurs the boundaries between what once belonged exclusively to the business world and what was considered typical political language. This is a significant shift because it shows that political communication is transforming into sales communication – not in the sense of goods, but in the sense of ‘selling’ ideas, fear, or hope. Therefore, our findings confirm the hypothesis that politicians and companies use the same structural forms of calls to action what makes marketing and political language interchangeable in terms of structure, even though their functional orientation remains fundamentally different.

This shift has serious implications for both academia and practice. For linguistics, it brings a new perspective on the universality of linguistic frameworks – it shows that certain structures function equally in both the commercial and political spheres. For marketing, it raises the question of whether political discourse should be considered a competitive environment in which consumers become ‘tired’ of the same appeals. For political science, it is proof that political communication is becoming more about technique than content – and that power is increasingly shifting to the ability to master the linguistic patterns familiar from sales campaigns.

In conclusion, our research provides systematic evidence that language has become universal.

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