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The idiolect of fitness professional Ewa Chodakowska in the context of communication with a target group within the physical activity marketplace

Julia Murrmann

Italian Studies, Faculty of Neophilology, University of Warsaw, Poland, juliarozewska@uw.edu.pl

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Keywords

health promotion, idiolect, fitness professional, trainer, social media, Chodakowska

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Authors' Contribution:

- A Study Design
- B Data Collection
- C Statistical Analysis
- D Data Interpretation
- E Manuscript Preparation
- F Literature Search
- G Funds Collection

Julia Murrmann

Italian Studies, Faculty of Neophilology, University of Warsaw, Poland

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INTRODUCTION

The dream, and – to a certain extent – also the necessity, to be in shape (healthy, fit, attractive) is omnipresent in the postmodern societies dedicating a special attention to health-oriented pastimes, bodily pleasures and corporeal consumption, as observed by sociologist Bauman [1]. Therefore, many fitness professionals decide to support the fraught and often challenging quest for the perfect body and enter not only the role of a ‘simple coach’, but also of a ‘motivational personal trainer’, an ‘energizer’, a ‘caring weight watcher’, a ‘charismatic leader’, a ‘life organizer’, or a ‘custodian of physical exercise’, in Giulianotti’s terms [2, p. 13]. The variety of denominations in this context is truly overwhelming. One of such fitness professionals, a rather controversial one, is Ewa Chodakowska, whose specific idiolect will be the object of scrutiny and study in the present paper.

As almost every celebrity, she has both supporters and opponents, in other words – expressed in the postmodern language of media communication – she gets both likes and hates on her Facebook profile. Chodakowska’s target nickname is The trainer of all Polish women (Trenerka wszystkich Polek), meaning the one who can activate different female groups, independently of their age and other socio-demographic features, to participate in a common workout. Of course, the phenomenon of guided joint training is not unprecedented, and she is obviously not alone in the marketplace: international stars like Jane Fonda and Mel B, an ex-Spice Girls-member, are distributing their workouts programs worldwide, including Europe and Poland. Interestingly, in the Polish market alone, there is a huge competition for Chodakowska, namely Anna Lewandowska (Stachurska), an active, successful top sportsperson, present in the public eye mostly thanks to her husband, a famous football player, and known for her platform Healthy plan by Ann (originally in English; www.hpba.pl; retrieved 05.05.2014). Somehow, despite a less potential background and missing experience in competitive sport, Chodakowska remains the ‘number one’ in Poland and her presence is very visible. It is interesting and necessary for further considerations to trace briefly Chodakowska’s carrier path.

Chodakowska was born in 1982 in the region of Polish Bieszczady Mountains. She started to study International Relations and then Photography, but she did not graduate feeling that this was not her destiny and appropriate carrier path. She first emigrated to Great Britain, but then moved to Greece. It was in Athens that she found her passion and vocation: she graduated from a renown Academy of Pilates. After coming back to Poland in 2012 she started cooperation with a lifestyle magazine Shape and her professional carrier took off. The first workout entitled Scalpel was a best-seller within a short period. Next workouts, Killer (for an intermediate level) and Turbo Burning (Turbo Spalanie, for an advanced level) followed shortly thereafter. In line with universal trends in the fitness industry, Chodakowska created a profile on Facebook and an official website. According to recent estimates (2014), her profile has over a million fans, with an increasing trend. Beside active cooperation with Shape magazine, another endeavor was to establish, together with her Greek husband Lefteris Kavoukis, a fitness club Be active, unsurprisingly named in English. It is worth noting that her handbooks with healthy life style recommendations Change your life with Ewa Chodakowska (Zmień swoje życie z Ewą Chodakowską [3]), A year with Ewa Chodakowska. Your fitness diary (Rok z Ewą Chodakowską. Twój dziennik fitness [4]) and Reci-

pe for success by Ewa Chodakowska (*Przepis na sukces Ewy Chodakowskiej* [5]) were all bestsellers (www.empik.com; retrieved 05.05.2014), which does do her credit among Polish society. Chodakowska is also associated with the idea of massive joint trainings with an immense media support organized in outstanding locations, as in June 2014 in the Legia football stadium in Warsaw with an ambition to set an official Guinness world record in number of participants equal to almost 5 thousand fitness fans (www.warszawa-nasze-miasto.pl; retrieved 04.05.2014).

Many handbooks, manuals and atlases dedicated to fitness professionals dealing with biomechanical concepts related to human movement, with the principles of exercise physiognomy and with the theory of sport training have been already written [6, 7, 8, 9], not to mention the latest contribution of K. H. Cooper [10], recognized as a 'father of aerobics', author of severally revised and reissued groundbreaking books. However, there is still need to investigate the purely humanistic factor and the motivational aspects of participation in recreation, keeping in mind that the social circumstances are changing. That is why, as background to the present study regarding the linguistic aspects of communication with a target group within the physical activity marketplace, it is not out of place to present a short introduction into the evolution of the process of communication with a target group within the fitness sector, concise characteristics of the communication per se between a trainer and a trainee, and, finally, a brief review of linguistic features of the professional jargon used by instructors in the fitness industry.

EVOLUTION OF THE PROCESS OF COMMUNICATION WITH A TARGET GROUP WITHIN THE FITNESS SECTOR

The massive interest in aerobics started in the late 1960s, thanks to pioneers such as Kenneth H. Cooper, Jackie Sorenson and Judi Sheppard Missett, just to name a few, but it was not, in fact, until the eighties that this physical activity form became truly independent from the dance and started to be offered in the fast spreading, well-prepared fitness studios and training gyms. "Aerobics became a national trend in the 1980s with the growth of the fitness video market, which actress Jane Fonda popularized with her first tape in 1982" [11, p. 6]. Her first, out of 23, set of exercises entitled *Jane Fonda's Workout* was sold in 17 million copies. Fonda built up quite a following in the 1980s and 1990s with her workout videos. The trend to be fit, fueled by powerful commercial agents, has been present ever since. As a matter of fact, marketing and the fitness industry have belonged together since the early nineties. As the fashion and expectations, especially among physically fit individuals, change, aerobics had to begin to diversify into a plethora of specialized forms tailored to different exercise regiments [11, pp. 6-7]. Consequently, innovations are being continuously introduced to the marketplace, for instance step, Zumba, stiletto strength, pole dance and, lately, tabata training, all briefly hogging the limelight. Significant changes also regard communication with a client: the traditional face-to-face relations, which for many years were considered crucial in the fitness sector, are far from enough nowadays. Indeed, in the era of technology and social media, a website, blog, social community and fan pages are indispensable to be commercially successful. Recently, over 70-year-old Jane Fonda, a key person in this industry as already mentioned, has reinvented herself going online: her idea was to combine her 'eternal' commitment to getting people, now seniors under special consideration, in shape with her

newfound love of blogging and administrating an official website (www.jane-fonda.com; retrieved 04.04.2014) as an outlet for workout enthusiasts. This is to be seen as an obvious response to a changing attitude to physical activity in these days: despite growing consciousness of the importance of physical activity coupled with a well-balanced nutrition in the maintenance of health and quality of life, an individual work-out scheme and dietary restraints can be sometimes overwhelming and 'dull' in individual's feelings. Sharing the efforts via Facebook or Twitter helps keeping the interest and perspective of staying, indeed, in good shape. That is why all kinds of digital projects and applications geared towards women interested in a healthy lifestyle are particularly welcome and desired in the marketplace: the character of the transmission of the message must march with the times and the message itself should be constantly updated and aligned with their thinking.

THE PECULIARITY OF COMMUNICATION BETWEEN A TRAINER AND A TRAINEE

When speaking of communication in the fitness and entertainment marketplace, we should recall the findings of the studies about communication in general. This knowledge can be very helpful while trying to outline the peculiar character of communication between a target group and fitness professionals, including Chodakowska.

Communication between a fitness instructor and a client is located somewhere in the middle between the relations of salesman-client, teacher-disciple, and doctor-patient. Much has been written about contacts with a customer in the world of commerce within relationship marketing [12, 13, 14, 15]. A lot of attention has been dedicated to the pedagogical aspects of teaching and its effects on students, including education in specific subjects such as PE [16] in reformed schools [17] and the approach towards specific groups of learners, such as adults within andragogy [18] and physically handicapped or mentally disabled students within special/ special needs/inclusive/ inclusionary/ integrated education, as many names in this field coexist [19]. Equally, we know much about the physician-patient interactions in the medical sphere, which is covered by sociology of medicine [20, p. 405]. However, the trainer-trainee relationship, due to its at least triple status, is more difficult to analyze. Beside other problems, effective communication, with both athletic and out-of-shape individuals used to sedentary behaviors and passive leisure, is crucial for the safety of training. Non-athletic people are deemed to be very demanding clients from the marketing point of view, from pedagogical perspective and, in medical terms, they require a particular care, just as patients with potential cardiovascular illnesses.

The knowledge about the traditional leadership communication styles, among which on the one hand: authoritarian, democratic, laissez-faire, and, on the other hand: task-oriented and interpersonal leadership communication [21, pp. 39-55] to some extent can facilitate the understanding of the trainer-trainee relationship. However, Chodakowska's leadership style cannot be easily categorized into the above mentioned types. Useful, yet not providing exhaustive explanations, are descriptions of the teaching styles in physical education [22, 23, 24, 25], widely theorized and discussed in the literature. Once again, none of them is fully pertinent to that used by Chodakowska within secondary PE teaching. In fact, she goes much further than just instructing, and she

mostly targets the adult audience. Furthermore, if we think about communication between a sender and an addressee, we can generally distinguish two kinds of content: the 'necessary' and 'additional content'. In the context of PE there will be the technical briefing and the animation sphere. The first element regards the safety, the efficiency of the training and the esthetics of movements. Instructional cues may be expressed verbally (vocally) and/or visually (kinesthetically), and the overall effectiveness of cuing heavily depends on how the physical educator uses and combines these instructional cues [26, 27]. Additionally, in the knowledge-based society several changes are being introduced to workouts: information is crucial. The more research is carried out in the field of cardiovascular activity, the more 'medicalized' the training gets. Therefore, the 'necessary' gains momentum. The latter, animation sphere, is connected with encouraging, motivating, and creating a movement-friendly ambience and building a group solidarity. Thanks to different tactics and gimmicks, a physical educator can powerfully combine the two spheres and deplete more stimuli to the followers: a creative cue is, for example, more likely remembered than an uncreative cue. Several methods to make the cuing and animating more attractive can be used: acronyms, alliterations, word pictures, rhymes, similes (comparisons to more illustrative concepts), or slogans, as for example: "Take the 't' off of can't and you can" [28].

Finally, it must be remembered that, if face-to-face, the verbal message transmission is always accompanied by non-verbal communication and this feature is particularly pertinent in the context of PE. Important elements that convey information in the absence of speech are especially: smile or other facial expressions, eye contact, bodily posture and body talk. Indeed, facial gestures and hand signals can often give messages to another person without a word being said [29, p. 453]. It is worth mentioning that, according to experts in human relations and body language analyzing the communication channels, the total impact of a message is about 7% verbally by words only, 38% non-verbally by tone of voice, inflection and intonation and 55% non-verbally by body language [30, 31, 32].

LINGUISTIC FEATURES OF JARGON IN THE FITNESS INDUSTRY

Every social group speaks a language variety made up of a combination of features slightly different from those characteristic of any other speaker of the language. Especially people who work at a particular trade or occupation develop a special set of vocabulary (technical terminology) and form a kind of jargon, in-group variety or professiolect [33, p. 33]. This is also pertinent to the world of fitness professionals.

Considering the fact that the very cradle of fitness and aerobics are the United States, the language of fitness sector was first developed by American experts who invented the basic terminology which was then widespread to other countries, including Poland. This explains why national jargons, among which also Polish, are permeated with English terms and expressions. Names of different types of trainings and exercises, imported from abroad, are often expressed in English and rarely translated into other languages: aeroboxing, kick-boxing, aqua-aerobics, stretching, cardio&muscle, cellu-stop, cooling, cycling, spinning, fat burning, funk, showdance, Pilates, Zumba toning. Typical are also acronyms and abbreviations: ABS (abdominal body system), BS (body sculpting), HIIT (High Intensity Interval Training), HILO (high-impact

and low-impact combination of exercises), TBC (Total Body Conditioning). Many names of devices, instruments and fitness equipment were, by analogy, also imported to Poland and other countries with their relative foreign names: core board, fit ball, magic bar, step [11, pp. 546-558]. Single names of different fitness combinations and steps, constituting the professional speech of fitness trainers are predominantly English, too: basic step, knee up, grape vine, kick, tap, over, free way, V-step, chasse, mambo chasse. The innovations reaching Poland shortly after debuting in the western world, as Zumba gold, stiletto strength, pole dance, crossfit, tabata seem to have preserved their names in order to sound more appealing to a prospective target group.

Characteristic traits of language of fitness instructors are:

- short verb-based commands: bend your knee, stretch your arm, lift your thigh, etc.;
- frequent counting down, normally in a reversed order: five, four, three... and once again;
- regular commendations increasing the feeling of enjoyable participations among the individuals: Good. Well done;
- frequent use of English expressions, some of which, however, do have equivalents in a national language, i.e. foot flex, freestyle;
- frequent repeating of the very same command (the principle of redundancy);
- short messaging;
- fictitious stimulation to the feedback: How are you? Everything ok?

The very last feature is in fact an example of a phatic function in Jakobson's [34] terms. The stimulations to the feedback, expressed in form of utterances or questions for the sake of interaction, only serve to maintain contact between the sender and receivers, because the transmission of information remains unidirectional.

MATERIAL AND METHODS

The present paper aims at increasing the understanding of the variety of interventions (among which alternative and creative language solutions) available to fitness professionals which may help to better comprehend the growing fitness industry from both the management and the participant perspective. The focus of the paper goes to the ways of communication with a target group within the physical activity marketplace in the present postmodern times. The objective of the study was to analyze the idiolect of a Polish fitness trainer, Ewa Chodakowska, and to outline the impact of her specific linguistic choices and other distinctive features that characterize her language of communication with a target group on her success within the fitness industry in terms of completing her mission of encouraging individuals, mostly females, to participate in her workouts. In sociolinguistics, "the concept of idiolect refers to a very specific phenomenon – the speech variety, or linguistic system, used by a particular individual" [35, p. 175]. Thus, an idiolect is an individual's distinctive use of language, including speech and writing habits peculiar to the person. This particular usage encompasses the vocabulary appropriate to one's various interests and activities, pronunciation reflective of the region of origin, grammar and variable styles of speaking which shift subtly depending on the circumstances of communication and on whom a person is addressing.

In other words, idiolect reflects a certain attitude to the social reality of a single speaker. Indeed, the Greek prefix *idio* stands for personal or private. The particular way the person talks is considered as a linguistic pattern unique among speakers of his or her language [36].

The procedure selected and applied for the development of categories and an understanding of the relationship between the various categories and concepts falls within the grounded theory [37], i.e. a general qualitative research method which guides the researcher on matters of data collection (mainly qualitative data of any type, e.g. video, images, text, observations, spoken word, etc.) and details strict procedures for further data analysis. The purpose was to build inductively a systematic theory that is 'grounded' in, or based on, the observations that are summarized into conceptual categories, tested directly in the research setting with more observations, gradually reevaluated and refined, and linked to other conceptual categories [38, pp. 348-349]. Therefore, the goal of the research is less to test what is already known (theories already formulated in advance), but to discover the new and develop an empirically grounded theory [39, p. 15]. In contrast to the theory-driven and linear model of research process, the grounded theory approach gives priority to the data and the field under study over theoretical assumptions. This is particularly important in the context of the present study because – to the author's best knowledge – no analysis of an idiolect of any fitness professional has been carried out until now. The model of the process in grounded theory research included: theoretical sampling, theoretical coding as a method of analyzing text (the codes were then transformed into subheadings in Table 1.), and formulating the theory.

The method chosen to investigate Chodakowska's idiolect was the content analysis, a methodology in the social sciences for studying the content of communication, both oral and written messages. Babbie defines it as "the study of recorded human communications, such as books, websites, paintings and laws" [40, p. 331]. By means of content analysis different specific characteristics of all kinds of messages, including an individual's idiolect, can be identified and investigated. Within the physical activity, the following content can come under close scrutiny: "for example, a researcher could categorize observations of a physical education class in terms of the teacher's management style, another set of categories could relate to social interaction among students, another could deal with sex differences in behavior and treatment, and one could be based on verbal and nonverbal instructional behaviors" [41, p. 360].

The corpus chosen for analysis in the present paper comprised both oral instructions and commentaries to trainings led by Chodakowska (Scalpel Workout available at <http://ewachodakowska.com.pl/plany-treningowe.html>; retrieved 04.06.2014) and written content on her webpage and Facebook profile (from 01.01.2012 until 30.06.2014; over 1000 communications with fans' feedback). The body language of Chodakowska was analyzed by means of videos.

Finally, two important remarks are due at this point. Firstly, by no means does the paper praise Chodakowska for her achievements within theory of training. In fact, many specialists can point out several, actual and asserted, imperfections or even methodological errors in her training programs. Nevertheless, one fact is incontestable: Chodakowska is well known in Poland, just as Jane

Fonda in the United States. Moreover, many Polish women have tried Chodakowska's free workout online at least once and many have stayed with her for good, which procured her a commercially influential nickname: the trainer of all Polish Women (in Polish: trenerka wszystkich Polek). Secondly, it is obvious that Chodakowska is not operating alone (she certainly has a team supporting her marketing strategy and developing her advertising campaign, tailoring it to a target audience), but her central position in the whole endeavor is unquestionable, which makes it justifiable to focus on her role in the first place.

RESULTS

Table 1 illustrates, in a concise form, the specific traits of Chodakowska's idiolect, providing relative examples, and their prospective effects on the target group. Additional remarks with due explanations, structured in paragraphs, are presented underneath. As far as Chodakowska's overall attitude to the audience is concerned, her unquestionable asset is an open approach to her prospective and actual fans: she consequently maintains a so-called 'open door' policy – she cares about 'everyone' and everybody can join. Her way of communicating with the clients/patients is – with a specific aim in mind – very informal, direct and personal: she is a well-trusted friend and confidant. Many refer to it as an 'American style', as Chodakowska seems to take liberties with her followers. When addressing her fans, she frequently uses sophisticated forms: my darlings, my dearests, my ladies, my sweethearts (also in a diminutive form, absent in English). She also coined something very characteristic to her idiolect, untranslatable into English: *babeczki* (a witty, informal, diminutive form of lady, with 'babes' and the closest equivalent). She changes the form of interacting with the fans: next to 'you' (rather singular than plural; Polish 'ty', rarely 'wy') she often uses 'we', which is a measure to build the feeling of group solidarity and source of affiliation. A 'you'-form may, in fact, sometimes give an impression of commanding and imposing one's conditions, as every kind of supervising engages in one-way, unilateral, downward communication, whereas a 'we'-form highlights the essence of a joint training: all the participants are united by their shared interests and – although she must supervise – she does not create a distance between herself and her followers. Moreover, it is also important to state that Chodakowska primarily focuses on a female audience, which is visible, often only in Polish language, in verbal forms and adjectival endings directed to women. These forms, verging on gynocentrism, indeed highlight the special attention that she wants to give women.

As for motivational aspects, Chodakowska's utterances show that she is really involved in her mission. She inspires and encourages many individuals, primarily women as mentioned before, who, under her guidance, win back their positive life energy and feel motivated to fight for their goals.

Table 1. The peculiarity of Chodakowska's idiolect and her verbal influence on fans in terms of promoting health and enhancing physical activity

Characteristic traits of Chodakowska's idiolect	Example	Prospective effects of the use of language
Overall attitude to the followers		
Very personal ways of addressing the audience, intimate utterances, statements with emotional message, private confessions, declarations (even threats) of her engagement and dedication to the matter	my darlings/ my dearest(s)/ my ladies/ my sweet-hearts (serduszka)/ babes I would like you to... I want you to feel... I hope you are still with me! The training with you became my addiction! Did you do the workout today? I won't give up persecuting you!	- showing her personal engagement in the success of her followers, - attending to her fans' emotions, - creating an environment of encouragement, - generating active engagement, - inviting to a long-term involvement and commitment
Use of a plural form ('we'- form)	We will start together, ok? We repeat it once again. Let's have fun! (in Polish: 'we'-form) Together we can more!	- building a team-spirit, - providing a stimulating ambience, - inviting to a joint-training
Use of gender discriminatory language verging on the gynocentrism	You made it, girl! (Wytrwałaś!). Tired? (Zmęczona?) Who is ready? (Która gotowa?) Hands up!	- tailoring the message to a target female audience, - focusing on women
Motivating and supporting		
Motivational exclamations, words of encouragement	Give me 100%! Don't give up! You can manage! I know you can do it! Don't tell me that you leave me alone! Super girls do not cry! They train.	- providing support and comfort - raising the spirit and cheering up, - procuring the sensation of autonomy, - promoting self-confidence among the followers, - setting challenges and objectives
Open questions, rhetoric questions, tag questions, sympathetic exclamations, empathic phrases, words of understanding	Are you exhausted? I am. We all feel pain in our buttocks. I know you are tired! How long do we know each other? You can trust me! Now you can have some rest! I owe you a moment of relax, don't I?	- showing compassion and extreme empathy, - engaging in a dialogue, - diagnosing her followers' needs, - winning her followers' trust, - maintaining a pleasant ambience, - stimulating feedback
Exaggerated and hyperbolic expressions of applause	I am very proud of you! My congratulations! Wonderful!/ Pretty!/ Lovely!/Great!/ Super!/ Extra!/ Very well!/ Bravo!	- rewarding good work and efforts in a very personal style, - providing frequent positive feedback
Metaphors, creative and image-producing terms, word pictures regarding the future (prospective) effects	Your body of a goddess Your body is the most attractive creation you can wear! Scalpel/ Killer/ Turbo burning	- proving strategies to foster imagination and creativity, - epitomizing the final effect, - illustrating the power of the workout, - activating positive associations
Maxims, adages, catch-phrases, 'golden thoughts of life', humor, anecdotes, slogans regarding the philosophy of active lifestyle	There is no shortcut... There is no trampoline to the happiness and success. One must work hard for it. Frankly, conscientiously, persistently. My sweethearts!!! Complaining doesn't burn calories! Let's train body and mind and forget about complaining. Dear idler! Go tomorrow to the post office, buy yourself a postcard and write on it: Today I begin my fight for happiness!!! Address it to yourself and send it as a registered letter. The day you receive it will be the very Day! There are no magic pills and no magic solutions! Your health and Your body are in your hands! Be stronger than your strongest excuses!	- activating an intrinsic motivation in the clients
Hints regarding the execution of the exercises		
Suggestions, comments and personal recommendations	Try harder! Try changing position! Try taking a few deep breaths. Observe your ... Keep an eye on ... Why don't you ...?	- suggesting areas for improvement, - structuring constructive feedback to support further learning/ participating/ improving, - supplying ideas
Metaphorical comparisons and similes	Do it as if you wanted to touch your spine with your navel. Take the position of Charlie Chaplin.	- facilitating learning, - exemplifying, - clarifying the purpose of the motion, - helping to understand the essence of the exercise
Other		
English expressions and English-Polish mixed linguistic combinations	model look total fitness killer/turbo killer be fit! (bądź fit!) Let's feel sexy! No stress! Go on! (Dalej!) Enjoy that feeling!	- building a positive image of herself - impressing with fashionable terms

Source: own elaboration of the data from the analyzed corpus.

Then, she keeps supporting those who started to work out with her, by sharing tips, competitive objectives and overall encouragement. She actively corresponds with her followers responding to every message published in social media. Indeed, some supporters confess to have fallen in love with her (Ewa, I love you; Ewa, I adore you; I cannot live without you; I can't imagine my life without you; Ewa, you have changed my life!). This is because she gives them a feeling, by using particular linguistic choices and literally bombarding them with an endless variety of hints, that she really cares about their success. She also keeps herself busy with finding (linguistic) ways to procure the sensation of personal autonomy, which positively affects her followers' mood. Moreover, she shows an extreme empathy to her fans during a workout, as she is well aware of the fact that a great effort and perseverance are needed in order to complete the set of exercises. She can also make a good use of silence, which is an important interpersonal skill. Exactly in the most difficult moments of the workout she encourages: Hold on! Attention! One more time!, just as if she was actively listening and reacting to the feedback of the exercising group member. She reminds to her followers: Remember, your body can more than your mind thinks it can!, the utterance that should trigger off another load of energy and enable to act with renewed vigor. Cleverly, she found many ways to motivate her fans in the very moments, when they need her comfort. She found her ways to raise the spirit and cheer up (cf. Tab. 1.). If we focus on her frequently repeated commendations: Wonderful!, Pretty!, Great!, Lovely!, Super!, Extra!, Very well! we can notice that these – compared to a standard Good! or Well done! – are an exaggerated and hyperbolic expression of applause and that she tends to overuse them. She is literally bombarding her followers with an endless variety of these blandishments, often classified in sociolinguistics as 'empty adjectives/adverbs'. Additionally, it must be stressed that Chodakowska cannot really see if the fans are executing the exercises correctly, so her enthusiasm is really not justified and goes towards adulation. Truly unconventional are the creative and image-producing terms invented and introduced by Chodakowska to the fitness world: scalpel (name for a workout shaping the body as efficiently as a surgeon's knife), killer (name for a workout for demanding fitness wannabes) and turbo burning (name for a workout dedicated to oversize). The metaphors are innovative, visionary and image-building. Indeed, positive associations are linked to these concepts. Chodakowska is also known for her maxims, adages, slogans, catch-phrases and 'golden thoughts of life', by use of which she tries to activate an intrinsic motivation in her clients. Many of her sayings and anecdotes are humorous, smart and witty. She often highlights personal pleasures and 'fun' sport can provide and stresses the autotelic character of physical activity, having a purpose in and not apart from itself: Training is not only the way to the goal, but also the goal itself. Wake up in yourself the will of victory. Every single day... (cf. Tab. 1).

When focusing on her methodological guidelines during workout, it is noticeable that her language is extremely illustrative and accessible even for a layman having no specialized knowledge of the subject. Nevertheless, she often procures mixed scientific and common-knowledge explanations, by referring to endorphins which improve the personal well-being and to cellulite which will be reduced to minimum within a few workouts, which are examples of obvious simplifications of a more complex problem. She uses a lot of comparisons and similes which should facilitate an easier understanding. She

frequently draws examples from a variety of contemporary media world by referring to famous characters. She often corrects the position or movements of the exercising individuals although she cannot really see them – this is to be seen as an intentional stratagem to evidence her personal involvement in a matter and her professionalism and experience resulting in the knowledge of typical mistakes that are frequently made. She frequently encourages to feel and listen to one's own body, by saying: Do it consciously!, Try to separate the muscles on which you are currently concentrated. Chodakowska mastered to the perfection the powerful combined cuing.

Another interesting feature of Chodakowska's idiolect is a frequent use of English expressions and particular, own-made, English-Polish mixed linguistic combinations. She likes to insert English fashionable terms wherever and whenever possible (cf. Tab. 1). The name of her fitness club in Warsaw is called: Be active! (originally in English).

As far as the body language is concerned, Chodakowska's whole body and mind constitute an evidence for her ideology. She is a real testimonial not just because of the fact that her body is perfectly shaped. A person with total fitness is illustrated as someone with an ability to cope with all obstacles. So is Chodakowska in her videos: she is also (apparently) tired, but she smiles and is extremely positive. She stresses the health benefits of physical activity and she can be perceived as credible in this regard. Last but not least, among the factors that consolidate her charisma, we can add her fashionable outfit (label clothing, following the trends, wearing the latest rage: a top with an inscription 'true love', originally in English). Without a doubt Chodakowska's presence within the fitness industry is not (or at least not so much) only a question of her verbal language, but of non-verbal communication, meaning body language due to the body aesthetics. The huge success of Chodakowska not only refers to her 'motivational speech' or 'sophisticated metaphors' in an oral sense. In the long run images of a dynamic, aggressive and offensive body speech influence the trainees as well.

Of course, Chodakowska's interpersonal skills and way of reaching the public are also criticized and she also gets 'hates' in terms of feedback on her Facebook profile. Some opponents impute the excessive use of manipulative strategies, a parareligious attitude and an almost sectarian ambiance.

DISCUSSION

In the era of knowledge-based economy, an increasing importance of Internet social networks, demanding costumers feeling a pressure, fueled by media, on having a fit, tanned, healthy body and – last but not least – rapid changes in the sector of natural sciences, including medicine and health care, relations with a potential client in the market of fitness industry need to be rethought. Indeed, the role of communication in the fitness sector cannot be underestimated; on the contrary – it seems to be a key element to success in this field. Thus, effective communication is now more coveted than ever before. It must be emphasized that all professionals in the healthcare sector need to possess this indispensable social competence in order to promote health in an efficient way. This is exactly the idea and spirit of Chodakowska who seems to fully understand these changing circumstances and their consequences.

Considering the changes happening in the physical activity marketplace and taking into account needs and limitations of both parties involved – demand and supply of services, it is worth reflecting what the future of the fitness sector is and, consequently, fitness trainers like Chodakowska. Will the atomization of individuals, meaning that everyone does the workout at one's own place, which erases all social functions, proceed? This is actually already happening now: a fitness enthusiast can exercise just by him or herself, thanks to a CD available with a newspaper. The only problematic aspect is that Chodakowska, or any other 'custodian', cannot really see the practitioners, and the transmission of information remains unidirectional. However, if we consider the increasing possibility of incorporating technological innovations and interactive platforms as Nintendo's Wii technology into training, we can assume that the next step could be a connection of the two options: guided workout and interactive sensors enabling to control the movements and to get feedback. Anyway, no matter how the technology will develop, the role of a trainer will still be important for motivational reasons and this is the strength of Chodakowska's strategy. Thanks to her linguistic gimmicks and very direct, informal and personal style she succeeds in inviting the whole Polish society to participate in her workouts: her presence in the marketplace is noticeable and it can be even argued that Chodakowska is the Polish Fonda.

In order to fully assess the impact of Chodakowska's idiolect on her success within the fitness industry, which is obviously a multi-component and multi-dimensional concept, it would be necessary to project a study including both qualitative and quantitative methods, including interviews with fans, co-workers and herself. There have been no studies, to the author's knowledge, in the field. However, there are examples of studies showing a positive impact of immediate verbal communication on technique and velocity improvements performed by learners, in swimming training for instance [42], so it would be imaginable to carry out such an assessment also within a fitness workout. Furthermore, it should be remembered that there are several studies regarding the differences between men's and women's language [43, 44, 45, 46], which should also be taken into consideration when projecting a comparative analysis of both male and female instructors.

CONCLUSIONS

The objective of the paper was to analyze Ewa Chodakowska's idiolect in order to define the impact of her distinctive linguistic choices on the target group constituted mainly of females. Many characteristic features of her language could be identified and described. Chodakowska's particular style of interacting with fans, which cannot be easily categorized within the traditional leadership styles (authoritarian, democratic, laissez-faire, task-oriented and interpersonal leadership communication) originates both from a professiolect typical of all fitness instructors and her personal attitude to body movement and active lifestyle. As a result, a unique language mixture was created, including both verbal and non-verbal communication, which – considering Chodakowska's undoubted popularity on the Polish market in terms of social media presence – seems to be a key element and an integrated part of her strategy aiming at development of long-term customer loyalty. The main findings of the study include the following characteristics of Chodakowska's idiolect:

1. Chodakowska has a very informal, direct and personal approach to her fans/followers/clients/patients.
2. By using a 'we'-form and addressing her female fans with funny and warm expressions as my ladies, my dearests, my sweethearts, babes, she builds a feeling of group solidarity and engages in long-term commitment.
3. An important part of her idiolect are her exaggerated commendations, hyperbolic expressions of applause, sophisticated maxims, adages and 'golden thoughts of life', by use of which she tries to activate an intrinsic motivation in her fans.
4. Her methodological explanations during workout are extremely illustrative and accessible even for a layman having no specialized knowledge of sports training.
5. Noteworthy are Chodakowska's creative and image-producing metaphors, among which are names of her most appreciated workouts: Scalpel and Killer.

As a matter of fact, her explicit message is that she cares about the progress of her female clients towards a perfect body and wellness. Furthermore, her idiolect induces a new quality into the discourse of healthism and promotion of physical activity. She enters the role of a 'life organizer', an 'energizer' and keeps those who work out motivated by sharing tips, competitive goals and overall encouragement. Her leadership is perfectly communication-based. Of course, the role of non-verbal communication cannot be underestimated either: the body aesthetics and her adequate body language certainly influence positively the trainees as well. Nevertheless, it can be argued that in fact her distinctive speech, rather than practical competence of fitness workout planning, is the main asset of the trainer of all Polish Women (the adopted nickname is also an important part of the whole strategy).

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