

ABSTRACT. Zajas Paweł, „L’Afrique qui disparaît, l’Afrique qui n’est pas” O wizualnej tożsamości Afryki Południowej [Brand South Africa: Some Remarks on Tourist Accounts]. My i oni. Interdyscyplinarne obrazy wielokulturowości [We and They. Interdisciplinary pictures of multiculturalism] edited by H. Mamzer – „Człowiek i Społeczeństwo”, vol. XXX, Poznań 2010, pp. 137-153. Adam Mickiewicz University Press. ISBN 978-83-232-2120-3. ISSN 0239-3271.

The article analyses the rhetoric of Polish photos and tourist advertisements concerning the South African Republic. It demonstrates the discrepancy between the strategies implemented by South African state organizations (International Marketing Council) and the picture of South Africa abroad – in Poland in this case. A claim is made that the Republic of South Africa advertised as tourist space has nothing to do with the visual identity of the country as it is promoted by the International Marketing Council which emphasizes the post-1994 democratic changes and the country’s interculturality.

Paweł Zajas, Instytut Filologii Angielskiej, al. Niepodległości 4, 61-847 Poznań, Poland. email: zajas@ifa.amu.edu.pl