

ABSTRACTS

I. POINTS OF VIEW

☐ Rodica STOICESCU

To Argue: To Convince, to Persuade, to Manipulate. An Objective Reading of the Influence

An objective reading of the influence assumes an accent shifting in the analysis of the argumentative discourse. Instead of putting the emphasis on concepts such as **to convince** and **to persuade**, which are seen as two opposite argumentative strategies, this article intends to find out a common denominator for them, namely the **effectiveness**, as long as the argumentative discourse is inevitably oriented towards the result in the social practice whenever it addresses to reason or to feelings. This type of approach does not mean that an objective reading of the influence should not preserve the distinction between **to convince-to argue**, which is grounded on reason and **to persuade-to argue**, which is grounded on pathos as it sets the two argumentative acts against the arguer's **logic of interests** strictly on terms of argumentative effectiveness, somehow similarly to sophists' manner, namely without ethical or moral commitment. This presumes also an attitude change in relation to the truth, which is considered as a unique criterion of validity of an argument. The author puts forward as criterion of validity of the argumentative discourse the **Meaning** as a set of significances which are met in a value system. Therefore, acting according to these values means to go in a good direction, namely in the Horse Sense.

However what is the guarantee that an argumentation goes in the horse sense as long as the same facts could be variously interpreted? How could one protect oneself against manipulation, namely against any wrong direction given to the argumentative discourse? These are the questions the author takes into consideration in order to find an answer. He analyses from the point of view of the result, three types of definitions: normative, oratorical and polemic. These definitions, which are present in the debate concerning the necessity and the lack of necessity that IMF allocates a loan for Romania, have been used by the defenders of the two opposite positions as strategies to influence public opinion.

Keywords: argue, convince, persuade, manipulate, influence, argumentative effectiveness, argumentative validity, logic of interests, normative definition, oratorical definition, polemic definition

□ Nina IVANCIU

Forms and practices of discursive manipulation

The article begins with a short historical perspective of “manipulation” in French culture, at formal, notional and practical levels. On the same occasion, we have distinguished between cognitive manipulation and affective one, as well as between manipulation and self-manipulation. The last distinction proves to be useful, the hidden action of the self-manipulation facilitating frequently the success of the manipulation.

The analysis continues with the presentation of some manipulative forms and practices (especially flattery and seduction), which nowadays cover various areas (media, politics, organizations, business, etc.).

The notional network, which is (re)built from this theoretical way, will be later used for interpreting *Rameau's Nephew* (Diderot), within an approach in accordance with the double view of manipulation: one inter-subjective, and other, intra-subjective.

Keywords: cognitive manipulation, affective manipulation, self-manipulation, discourse, forms manipulative

□ Petruța SPÂNU

The Licentiousness is also a Manipulation

The manipulation is the skillful influence (upon a group or an individual) to make him think and act as one wishes (Petit Robert); it implies a dishonest maneuver. The Eighteenth-Century libertine manipulates his victims that he wants to compromise. In the case of the novel *Les Liaisons dangereuses* (*Dangerous Liaisons*, 1782), the vicount of Valmont manipulates her best accomplice, the marchioness of Merteuil, and leaves himself unwittingly manipulated by her.

Keywords: manipulation, libertine, victim, rivalry, letter, calculating

□ Deliana Vasiliu

Power and Manipulation. Some remarks on risks of the educational communication

Having as a starting point some new recent remarks from the field of professional communication on “good usage of manipulation”, our work intends to discuss about the combination between influence and

manipulation – which always exists but is often ignored – a combination that hides behind human activities supposed to take place in the fairest climate. It is about the educational relationship and what is peculiar to it, namely to connect teachers and students through a series of changes, actions and reactions therefore of mutual influence.

Keywords: educational communication, power, influence, manipulation, risks, lucidity

❑ **Ruxandra CONSTANTINESCU-ȘTEFĂNEL**

Manipulation and Commercial Negotiation

The article deals with the relationship between manipulation and business negotiation and reaches the conclusion that those less expert in negotiation are the easiest to manipulate. It continues by presenting several means to manipulate, by non-verbal language, as well as by words and negotiation techniques. It ends with a brief presentation of cultures whose negotiators are more likely to manipulate.

Keywords: business negotiation, culture, manipulation, negotiation techniques, non-verbal language

II. MISCELLANEA

❑ **Maria Ana OPRESCU**

Advertising persuasion

The deliberate rendering the message ambiguous that the advertising text applies represents one of the advertising persuasion techniques and it is extremely used by the advertising creators. Thus, they exploit the language capacity of accepting more interpretations in certain cases, rendering ambiguous the advertising text – by polysemy for example –, imposes a multiple reading. The two meanings coexist for the purpose of innovation and creativity, typical of the advertising language. Homonymy, homophony, synonymy, represent other procedures – frequently used in the advertising language, and we are going to mention them within the lines below.

Keywords: ambiguity, meaning, polysemantism, resource, slogan

□ Lora CONSTANTINESCU

Religion and Advertising Communication. Angels on Our Side

Advertising is a special "... stuff, that our dreams are made of". In a world so obviously ruled by slogans, brands, USP-s, catchy words and images, even the angels seem to be working for the advertisers - praising wines, computers, cigarettes, underwear, insurance policies ... Angels are no Hollywood stars, the Famous and the Rich, but they too create and enhance the symbolic value of goods and they can entertain! Whereas the (guarding) angel has long before earned his/her (!) place in ads and commercials in Germany, the taboo-breaking embodiment of this divine entity is rather a (yes, let's admit this: a very successful) novelty in the advertising landscape in Romania.

The present article explores the way religious motifs (the angel) as double-edged rhetorical ingredients help in the creation of "to have or to have not" in the consumer culture.

Keywords: rhetorical communication, persuasion, religion, taboo-breaking