

Volume 23, Issue 1/ 2025

ARGUMENTUM

*Journal of the Seminar of Discursive Logic,
Argumentation Theory and Rhetoric*

**Editura Fundației Academice AXIS
AXIS Academic Foundation Press
IAȘI, January 2025**

ARGUMENTUM

Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric

Editorial Board/ Comité de rédaction

Chief Editor/ Directeur: Constantin Salavastu, “Al. I. Cuza” University of Iași,
Romania; e-mail: csalav@uaic.ro

Executive Editors/ Rédacteurs: Camelia Gradinaru, Viorel Țuțui,
“Al. I. Cuza” University of Iași

Scientific Board/ Comité scientifique

Gilles Gauthier (University of Laval); Constantin Salavastu (“Al. I. Cuza” University of Iași); Guylaine Martel (University of Laval); Milton N. Campos (University of Montréal); Petru Bejan (“Al. I. Cuza” University of Iași); Camelia Beciu (University of Bucharest); Dan Stoica (“Al. I. Cuza” University of Iași); Felicia Dumas (“Al. I. Cuza” University of Iași); Gheorghe-Ilie Fârte (“Al. I. Cuza” University of Iași); Ioan-Alexandru Grădinaru (“Al. I. Cuza” University of Iași)

Address: Faculty of Philosophy and Social-Political Sciences, “Al. I. Cuza” University of Iași, 11, Carol I Blvd., 700506 Iași, Romania

E-mail: argumentumjournal@yahoo.com

Web: <http://www.fssp.uaic.ro/argumentum>

Frequency: biannual (January 31st and July 31st)

ISSN (print): 1583-2767

ISSN (online): 2069-573X

AXIS Academic Foundation Press, 11, Carol I Blvd., 700506 Iași, Romania

tel./fax 0232/201653;

e-mail: faxis@uaic.ro

Journal coverage:

Index Copernicus

EBSCO (Communication & Mass Media Complete)

Ulrichsweb (Periodicals Directory)

Philosopher's Index

Copyright © 2025 by AXIS Academic Foundation Press

Printed in ROMANIA

SUMMARY

Visual Rhetoric and Branding

Gerard STAN

**The Fragility of Brands
in the Era of Semiotic Capitalism.....7**

Ioana GRANCEA

**Cinematic Antithesis in *12 Angry Men*: The Use of Visual Rhetoric
in Contrasting Two Approaches to Deliberative Processes.....25**

Discourse and Public Debate

Gilles GAUTHIER

Débat public, dénomination et vérité.....45

Dan S. STOICA

**Étude de cas d'une analyse de discours :
Laurence De Cock sur le discours de Gabriel Attal.....60**

Brîndușa-Mariana AMALANCEI

**Le pouvoir persuasif de la répétition.
Une étude de cas : *Inside Chanel*79**

Andrei-Constantin SALAVASTRU

**Corporal Imagery and the Language of Exclusion in
Catholic Propaganda during the Reign of Charles IX (1560-1574).....99**

Language and Communication

Felicia DUMAS

**Païssios, Païssy, Païssié – la sainteté universelle et la
communication des contenus culturels-spirituels à travers
la traduction des noms propres en langue française.....121**

Constantin SALAVASTRU

**L'enjeu du discours politique :
convaincre, persuader, séduire.....132**

Book reviews.....	151
Simon Hall, <i>Compelling Communication: Writing, Public Speaking, and Storytelling for Professional Success</i> , Cambridge University Press, 2024 (Marina SÎRGHIE); Faris Yakob, <i>Paid attention – Innovative Advertising for a Digital World</i> , second edition, Kogan Page, London, 2021 (Iulian-Denis PARASCHIV).	