

Volume 19, Issue 1/ 2021

ARGUMENTUM

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

**Editura Fundației Academice AXIS
AXIS Academic Foundation Press
IAȘI, January 2021**

ARGUMENTUM

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

Editorial Board/ Comité de rédaction

Chief Editor/ Directeur: Constantin Salavastru, “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

Michel Meyer (Open University of Brussels); Constantin Salavastru (“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); Alexandre Dorna (University of Caen); Camelia Beciu (University of Bucharest); Dan Stoica (“Al. I. Cuza” University of Iași); Gilles Gauthier (University of Laval); 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:

IndexCopernicus

EBSCO (Communication & Mass Media Complete)

Ulrichsweb (Periodicals Directory)

Philosopher’s Index

Copyright © 2021 by AXIS Academic Foundation Press

Printed in ROMANIA

SUMMARY

Rhetoric and Discourse

Felicia DUMAS
L'évêque célébrant et l'efficacité liturgique de sa parole.....7

Constantin SALAVASTRU
Le destin de la rhétorique: entre grandeur et décadence.....23

Symbolic Power and Social Justice

Camelia BECIU and Mirela LAZĂR
**Le discours médiatique comme relation de pouvoir
symbolique: pratiques de médiatisation de la diaspora.....45**

Corneliu BILBA
**Justice et mondialisation. Eric Weil
et le problème de l'Etat mondial.....66**

Advertising and Social Networks

Brândușa Mariana AMĂLĂNCEI
Storytelling and Image in Brand Communication.....85

Rareș-Daniel OBADĂ
**Pretesting Flow Questionnaire Design Using
Eye-Tracking: An Exploratory Study.....102**

Book reviews 119
Ezra JaeKyung Cho, *The Rhetorical Approach to 1 Thessalonians: In Light of Ancient Funeral Oration*, Pickwick Publications, Eugene, OR, 2020 (Tudorel-Constantin RUSU); Aron Levin, *Influencer Marketing for Brands: What YouTube and Instagram Can Teach You About the Future of Digital Advertising*. Apress, Stockholm, 2019 (Gabriela POLEAC); John R. Gallagher, *Update Culture and the Afterlife of Digital Writing*, Utah State University Press, Colorado, 2020 (Maria-Diana ARMANU)

