

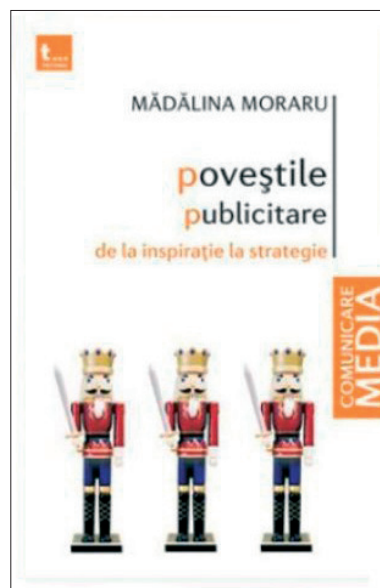
Reviews

Mădălina Moraru,
Poveștile publicitare. De la inspirație la strategie
[A story about advertising stories],
București, Tritonic, 2015.

It was about time that somebody wrote a book on storytelling in Romania, where bookstores are filled with advertising books mainly published in US. Which is not a bad thing, as advertising authors overseas are more experienced than us. They have a few more decades of advertising. But as we all know, local aspects are essential to creative writing in advertising. This is one of the reasons why a book on Romanian story telling was so necessary.

It was about time that somebody wrote a book on storytelling in Romania, and it was about time that Mădălina Moraru wrote that book. As a researcher and teacher, she has proved a significant author in analyzing the advertising phenomenon in Romania. The book is a step forward towards her establishment as one of the main Romanian authors on advertising from the perspective of communication sciences.

The pages you are about to read do not just present success stories, but also teach us how important stories are and how success stories are woven in the advertising industry. On one hand, the book proposes a new approach in advertising, the narrative approach, and on the other hand it accurately describes stages in the Romanian advertising history, presenting case studies and significant examples. A key element as well as a challenge to the reader is the very unique style in which it is written as well as the captivating way in which it is edited. The conceptual and scientific substratum is rendered in chapters and subchapters



with attractive titles: “Homo narratus”, “Who tells the story in advertising?” “The ad is looking for its hero”, “What are the recipes of success stories?”. Significantly, there is an abundance of relevant examples of both international and local campaigns.

The author believes that advertising narration is becoming the art of telling everyday stories. She looks at the factors involved in telling a success story, such as the narrator-narrate relationship. The advertising hero and the product-brand-consumer relationship are another significant topic of the book. The author identifies certain features of the local advertising hero. Last but not least, the advertising narrative strategies are the key to the deconstruction and construction of stories of great impact. Introspection, retrospection, parallel narrative and fragmented narrative are but a few ways to build sequences and captivate the spectator. As the author identifies narrative techniques, she naturally uncovers narrative patterns, which she ironically calls “recipes”, as they are indeed easy to recognize. The advertising discourse is analyzed in complex ways, from an interdisciplinary perspective, the author using concepts from communication sciences as well as sociology, anthropology, philology, psychology, and marketing. All these lead to the central idea that advertising creativity combines inspiration with strategy.

Mădălina Moraru’s volume is a solid and novel contribution to the Romanian advertising literature, considering the fact that a communication sciences approach to advertising narrative is rare. Also, the book is based on the author’s advertising research and teaching experience as an associate professor at the University of Bucharest and as coordinator of the Bachelor in Advertising program, which adds to the depth of its approach and to the relevance of its examples. It is a valuable scientific and educational volume, at the same time being an easy read for anyone working or interested to work in advertising.

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Joseph Messinger,
Les gestes qui trahissent les politiques,
București, Ed. Litera, 2012.

“There is as much eloquence in a person’s voice tone, look and attitude as it is in the way he/she chooses his/her words”. (La Rochefoucauld)

A well-known Belgian psychologist, writer and an expert in nonverbal communication, Joseph Messinger conducts an essential research on the body language stereotypes of politicians, splitting them into clearly differentiated categories according to specific scientific criteria based on their frequently used gestures.

“*Gestures that betray politicians*” is, as I have already stated, an essential research for those who want to read and understand the body language, different attitudes and, thus, hypocrisy of political representatives, being extremely useful both to psychologists, political analysts, PR specialists and to the common voter interested in understanding what politicians really think and usually don’t say. Gestures are essential to any successful communication and their interpretation can sometimes help us decipher meanings that are completely opposite to the spoken message.

The book is one of the most concise and though comprehensive study of different types of political personalities and profiles. The author identifies and analyses eight different profiles: Cartesian, Challenger, Creative, Idealist, Narcisistic, Relational, Sensitive and Tribal, all of these being presented from the perspective of their specific gestures and their hidden message.

The author states that there is a strong link between the politician’s and the voter’s type of personality and temperament and the latter’s vote will most commonly go towards the politician that most resembles to his psychological profile.

Joseph Messinger’s analysis start point is exactly the resemblance between the voter’s and the politician’s type of personality and the need of the voter to know his in order to determine his political and/ or electoral choices.

In his analysis, Messinger concentrates on three elements that are considered relevant in determining the gestural profile of politicians: arm crossing, hand crossing and hand gestures in the use of mobile phones. Different combinations of these three elements determine, according to the author’s research, different types of political personalities and profiles.



Arm crossing is the one that, combined with other elements, such as the body and head position, creates the dominative attitude and position by limiting access to weak body points.

Hand crossing, on the other hand, is used when the speaker is strongly concentrated on the ideas he or she wants to express, hand or finger crossing being thus a sign of concentration, high mental tension and or restrained force.

The specific gestures used in using the mobile phone have only been studied within the last 10 years, but their analysis turns to be a very useful instrument in determining specific attitudes and non-verbal messages.

But apart from sending informational messages, gestures are extremely important in establishing connections between the public speaker and his/ her audience. Gestures are the ones that determine charisma, the link between people, especially politicians and the electoral mass. For example, in order to establish the charisma of a politician, one must turn the sound off and only perceive gestures, non-verbal messages and the effect they have upon the audience.

Besides the three major types of gestures presented above, Joseph Messinger's research goes into a comprehensive description of the eight profiles and also into a succinct presentation of other message-sending gestures, such as finger movements, leg positioning, eyebrow dynamic or handshaking.

The descriptive, theoretical part of the research is naturally followed by a very inspired study-se that presents the non/verbal language of two very recent French presidents: Nicolas Sarkozy characterised as "the man worth 50 billion euro" and Francios Hollande, the actual president of France. They are presented and analysed in critical / crisis situations, their reactions are studied through their impact on the audience and taking into consideration their profile, specific gestures, mimics, entourage, context.

As it can be seen, the book is a very actual one, written in an extremely accessible manner that makes it useful for everyone interested, from specialists in communication, politics, political analysis, researchers, scholars as well as for common electors.

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