

Approaches to Discourse: Rhetoric and Argumentation Theory

Dr. Gabriela SCRIPNIC, Prof.

Gabriela.Scripnic@ugal.ro

My main research topic is the study of ethos and pathos oriented discourse strategies that the speaker uses to optimize persuasion.

The emphasis is placed on the notion of manipulation, which covers a whole range of rhetorical devices and reflects the ability of the speaker /arguer to arouse the passions of the audience (pathos) and the confidence in his/her personal qualities (ethos).

Line of Inquiry 1: Study of media and political discourse

Aim: identifying the topoi and other emotion triggering discourse strategies, through which the speaker aims at awakening public consciousness.

Selection of published contributions

2017: L'étude de quelques métaphores médicales du discours politique contemporain. In Alina Ganea (ed) *Mélanges francophones: Études et recherches francophones*, vol XII, no 15. Galati University Press: 35-51. ISSN 1843-8539

2016: Emotion-invoking strategies in the presentation of Roşia Montană Project in the Romanian Public Sphere. In Agnieszka Kampka & Katarzyna Molek-Kozakowska (eds) *Rhetoric, Knowledge and the Public Sphere*: 131-148. Peter Lang. ISBN 978-3-631-66633-3.

2015: Insularity within a country : The discourse related to the Danube Delta's inhabitants. In Ralf Heimrath, Arndt Kremer (eds) *Insularity. Small Worlds in Linguistic and Cultural Perspectives*: 169-184. Germany: Königshausen & Neumann. ISBN 978-3-8260-5540-9.

2015: From hostile humour to stereotyping in televised satire, les Guignols de l'Info . In R. Săftoiu (ed.) *Language and Dialogue*, volume 5, number 1: 89-105. John Benjamins Publishing Company. ISSN 2210-4119. (co-author Diana Popa)

Line of Inquiry 2: Study of ordinary discourse

Aim: identifying ethos-centred strategies put to good use by the arguer to increase the influence of his/her words/standpoints on interlocutors

Selection of published contributions

2017: Sur le (non)-dit de la prétérition inversée. In *Agapes Francophones* . Etudes de lettres francophones, Editura JATEPress, Szeged, Ungaria, pp 397-408. ISBN 978-963-315-357-4

2017: La figure de style en tant que stratégie discursive d'obtenir l'adhésion. In Pavelenin Lesic, B., éd., *Francontraste 3: Structuration, langage, discours et au-delà*, Tome 2, Mons, Belgia, pp 375-386. ISBN 978-2-930200-79-8