

Abstract: The journalistic discourse is a rhetorical practice in which we observe elements of classic rhetoric, according to the thinking of Plato, Aristotle, Cicero, Quintilian, as well as modern elements of the 19th and 20th century, according to the thinking of the new language philosophers: Jacques Moeschler, Anne Reboul, M. Meyer, M. Foulcault, Umberto Eco, A. Jaworski and N. Coupland, etc. In the journalistic discourse, we assist to a rhetorical construction¹ by means of language, due to the descriptive technique. The resort to ration is focused upon the mass-media product² and upon the atmosphere technique: the resort to emotion, pathos, the construction of political symbolics in order to obtain non-rationed reactions. The journalistic rhetoric dominates the reader by conveying emotions as well as arguments across several types of discourse, sometimes even opposed in colloquial, informative terms – official, pamphleteer (of opinion, with the related stylistic procedures: irony, sarcasm). Our theoretical demonstration is accompanied by applications in Constanta's local media, through examples from publications on different political perspectives: Cuget Liber, Ziua de Constanța, Independentul and Telegraf.

¹ Political rhetoric, through the power of assurance, excitement and training.

² The political character is a mass-media product.