

**Book review. Sandu Frunză: Comunicare simbolică și
seducție (2014)**

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Abstract

According to the book "Comunicare simbolică și seducție", published at Tritonic Publishing House by Professor Sandu Frunză, the life of an individual living in the postmodern society is based on communication, and symbolic communication plays a major role in his life. We reckon that the author seeks to demonstrate the way in which communication and mass media build reality in a postmodern context.

Keywords: communicative construction of reality, myth, seduction, symbolic communication, religion

1 Contents and method

The author, Sandu Frunză, is currently a professor PhD at Babeș-Bolyai University (Cluj-Napoca, Romania), within the Department of Communication, Public Relations and Advertising of the Faculty of Political, Administrative and Communication Sciences, and editor of the *Journal for the Study of Religions and Ideologies*. His areas of interest and numerous significant contributions to the development of research cover topics such as philosophy of religions, religion and politics, relational ethics, ethics in advertising, religious imagery in advertisements, religious pluralism and fundamentalism, Jewish philosophy.

"Comunicare simbolică și seducție" [*Symbolic communication and seduction*] is a book which has been included in the collection called "Studies on communication, seduction, ritual behaviour and religion", in the field of Social

Sciences, and was published by Tritonic publishing house, in the year 2014. The book consists of 5 chapters, each divided into several subchapters.

Since the beginning of the book, the author clearly states that the volume brings into discussion some aspects that support the importance of symbolic communication, as an essential dimension of human life, for the individuals who are part of the postmodern society, where symbolism is understood as a set of cultural products, such as the art of seduction, religion, myth, language, by which individuals act upon reality.

In the chapter “The relational individual in a communication built society. Towards a new philosophy of communication”, the author emphasizes the theories of Aurel Codoban, one of the most representative philosophers of Romania. In his view, philosophy becomes “an effective communication practice, a tool for the communication process” because he believes that the masses prevail in postmodern society, which is shaped by the media, that mediates access to culture and, at the same time, helps to achieve it.

Communication is seen as a force that shapes behaviours and builds reality. Among the means through which communication constructs reality, Aurel Codoban mentions seduction, manipulation and ideology. Given the fact that the present is seen as a world built on communication, the author suggests that instead of using traditional phrases, we should use specific phrases. For example, instead of using the “get to know yourself” phrase, we should use and engrave in the collective memory of individuals the words “make sure you have a good communication with yourself”.

The emergence of symbolic communication and ritual behaviour is facilitated by the idea that the modern world is seen as the keeper of a mythical background, and the media plays an important role in terms of the political culture, the spiritual culture of a community, and is seen as a symbolic tool for building reality.

The book “Comunicare simbolică și seducție” is a theoretical analysis of several research works in areas such as communication, advertising, religion and philosophy, which includes specialised knowledge, examples and information that can support professional activities. Through its rich and complex content, the paper addresses an audience of “professionals” in the field of social sciences, but also researchers who are curious about or interested in this field.

The book takes specialised literature, which covers more than 10 pages, into consideration, and includes numerous references to Romanian researchers

whose contributions have been extremely relevant in the field of social sciences.

2 Conclusion

Over time, we have been able to observe and we are currently witnessing the process of continuous development of communication techniques and technologies that influence and shape modern society, which enable communication to build reality.

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