Philosophy field

DOCTORAL THESIS

Summary

ARGUMENTATION AND COMMUNICATION IN THE RHETORIC OF ROMANIAN POLITICAL DISCOURSE

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CONTENT

Summary of the doctoral thesis:

"Argumentation and communication in Rhetoric
Romanian political discourse"

In the contemporary political space, communication is not only a tool for transmitting messages but also a symbolic battlefield where power is negotiated and reality is discursively shaped. As part of this phenomenon, Romanian political discourse reflects the dynamic between rhetoric, manipulation and the epistemic structures that support or erode democracy. To understand this reality, a philosophical approach to communication is needed, one that combines classical theories of argumentation with the new realities of the digital public space.

Communication, in its many forms, is the foundation of human interaction, profoundly influencing social and political structures. From interpersonal dialogue to mass communication and political discourse, this essential dimension of human existence has always been marked by power plays, processes of persuasion, and the constant redefinition of truth. In an era dominated by social media and emerging new technologies, philosophical analysis of communication becomes imperative to understanding how messages are constructed, transmitted and received.

In the tradition of Jürgen Habermas, the ideal of political communication is based on the concept of communicative action, where rationality and consensus are achieved through dialogue free from constraints. However, Romanian political discourse rarely reflects this ideal, being instead dominated by persuasive strategies that instrumentalise emotion and collective identity. Political rhetoric in Romania can be understood as a combination of strategic persuasion and social validation mechanisms.

At the same time, today's political communication cannot be separated from the dynamics of social networks, where argumentation undergoes a fundamental mutation. In this context, communication is no longer just a matter of logos. However, it becomes a spectacle of virality, where the effectiveness of a message is measured not by the force of the argument, but by the ability to provoke quick and emotional reactions. This tendency resonates with Jean Baudrillard's vision of hyperreality: in the digital space, political discourse no longer corresponds to an external reality but circulates autonomously in a game of signs and images without a stable referent.

The thesis aims to investigate the evolution and implications of contemporary political discourse through the lens of rhetorical philosophy and communication theory, especially considering its manipulative dimension in the digital age. Analysing rhetoric not only as a tool of persuasion but also as a structural phenomenon of public discourse, the thesis reiterates the complexity of the relationship between communication and manipulation, referencing the current philosophical and socio-political paradigms. The research provides a more thorough

theoretical view of the argumentation techniques and communication strategies used in political rhetoric, helping us to refine our journalistic approaches and analyses with analytical tools from the philosophy and theory of argumentation at our disposal.

Another essential dimension of Romanian political discourse is its relationship with power. Michel Foucault teaches us that power is not a possessed attribute, but a network of relations that manifests itself through discourse. This principle is evident in how political narratives are constructed to shape collective perceptions in the Romanian public space. Language is not neutral but a strategic tool determining who is entitled to legitimacy and who is silenced. This is not only a matter of ideology, but also of access to communication channels and influence on the media agenda.

Skilled professors deepen this perspective by analysing dominant discourses, where power is manifested through subtle mechanisms of exclusion and delegitimisation of the other's voice. In Romania, this phenomenon is visible in the extreme polarisation of the political discourse, where the opposition is not only fought but discursively redefined as illegitimate or dangerous. Thus, the public space becomes a field of rhetorical confrontation, where truth is not a goal but a strategically used rhetorical weapon.

Moreover, this discursive reality is influenced by the media ideology that filters and shapes collective perceptions. Traditional media and new digital platforms not only facilitate communication but also become active actors in the process of constructing political reality. Constantin Sălăvăstru emphasises the importance of framing political messages, a process by which meaning is shaped to serve specific interests. That is why the analysis of the Romanian political discourse must include not only the argumentative structure but also the mediation and manipulation mechanisms that determine its impact on the public.

Moreover, traditional media and digital platforms are not mere vehicles of communication but active actors in the process of creating political reality. The conceptual framework proposed by Sălăvăstru emphasises the importance of framing the discourse: the meaning of a message is not given by its objective content but by the context in which it is placed and its effects on the receiver. Thus, the public debate is influenced not only by the arguments presented but also by how they are filtered and presented to the public.

In this complex landscape, the ideal of communication-based on rationality and consensus seems increasingly distant. Instead of an open and balanced space of deliberation, we witness a symbolic battlefield where messages are constructed to elicit emotional reactions and reinforce power structures. This does not mean that the philosophical analysis of communication is useless, but on the contrary, it becomes more necessary than ever to understand the subtle mechanisms of discursive influence and control.

Through research in recent years, we have thus managed to understand better the impact of political rhetoric on voter behaviour and public perceptions. In the context of an

increasingly polarised world, where mass media and digital platforms amplify political messages, the study of Romanian political discourse can help explain how particular communication techniques can manipulate the emotions and reactions of citizens.

Thus, through in-depth research, we aimed to contribute to a better understanding of the phenomena of media manipulation, disinformation or polarisation, being, therefore, better prepared to critically analyse political discourses within the framework of journalistic and later administrative activity.

Analysing the Romanian political discourse through a philosophical prism, we explored how the methods of argumentation and communication change when political messages are transmitted through tweets, Facebook posts or viral videos on TikTok, compared to traditional discourses within electoral campaigns or public debates. In addition, I approached this topic motivated by the desire to contribute to developing a theoretical and practical framework for analysing public discourse. Given the influence of political discourse on society and the democratic process, as a former journalist, I thought it essential to have a better theoretical understanding of political argumentation to help the public navigate political messages more effectively and better appreciate not only what is said, but also how arguments are made and why specific rhetorical strategies are used.

The research methodology used in the thesis consists of both qualitative and quantitative research methods. We used discursive and linguistic analysis, an essential method for such research, which involved the careful examination of political discourses in Romania, as well as the study of linguistic structures, rhetorical techniques and arguments used by politicians in order to influence public opinion. We focused on identifying types of argumentation and persuasive procedures (appeals to emotions, authority, reason), as well as how language is used to manipulate voters' perceptions and behaviours. Through discursive analysis, we have identified the understanding of how political messages are constructed and their effects on the audience.

I also used some case studies and empirical research for the thesis. We analysed fragments of political speeches from the electoral campaigns in Romania supported by politicians in a specific social and political context. We identified and analysed public statements and took for analysis famous quotes of politicians from the mass media of the time, as well as errors that became a brand of certain politicians. In the empirical research, I used an interview with a famous local politician to understand better the impact of political rhetoric on public perception and voter behaviour. This method allowed me an understanding of political rhetoric from a practical and everyday perspective, linking theory to current political reality. As an element of novelty, using the interview method applied to a local politician, called "resource man", we extracted some valuable ideas and interesting perceptions about the transformation of the political discourse after the revolution from 1989 until today from the answers received and analysed.

The thesis includes what we consider to be a pertinent and critical analysis of the political discourse over the years based on personal experiences as a producer and moderator of shows at local radio and television stations, as well as on assiduous documentation of studies in the field of philosophy, communication, on direct observations of the speeches of political factors in the contemporary local and national political space, either online or on-site. I had at hand a vast analysis of the political speeches from the electoral debates made at the television station where I worked, many full of both arguments and rhetoric, with the aim of convincing the viewing public. I want to believe the subsequent results of the electoral cycles reflected their degree of success to a reasonable extent.

The thesis "Argumentation and Communication in the Rhetoric of Romanian Political Discourse" is placed at the complex intersection between the rhetoric of political discourse and the philosophy of communication, attempting to examine, through a philosophical lens, how argumentation and persuasion manifest themselves within Romanian public discourse, especially in the context of the post-December election campaigns. From a broad perspective, the research follows not only the evolution of political discourse but also its relationship with new technological and media paradigms in terms of manipulation, populist discourse and the ethics of political communication.

In the first chapter, I presented in detail **"Philosophical structures in the rhetoric of discourse",** basing myself on the fact that political discourse represents the sine qua non component of the language at the beginning of the 21st century.

The chapter focuses on the philosophical foundations of rhetoric, emphasising the criticism brought to it throughout history. The critical analysis of rhetoric is built on the traditional line of ancient philosophy, from Aristotle to the modern era, in which rhetoric begins to face an identity crisis, becoming increasingly contested in the face of new communicative paradigms. Thus, the thesis explores how rhetoric, as the art of persuasion, has been transformed into an instrument of manipulation in the context of modernity and postmodernity, thus losing its original, essential character of truth and reason.

We have analysed the definitions and evolution of rhetoric from antiquity, from Plato to contemporary Hegel, going through the appreciations and the criticisms brought to it. I began to explore and analyse the first category of definitions, the creator of persuasion attributed to Gorgias by Plato, but which is attested much earlier in Greek antiquity, related to the work of Isocrates, although there have been doubts about this attribution since Quintilian. The second category of definitions is particularly noticeable in the period after Cicero to the Scholastic period and represents a shift in emphasis towards communication itself and how it takes place. The third category of definitions is circumscribed by the expression "ars ornandi", commonly found in the Middle Ages and after. In addition, I considered the main criticisms of rhetoric as a persuasive practice, emphasising its internal contradictions and the theoretical challenges it faces in the postmodern era. I analysed rhetoric from the creative stage of persuasion to the art

of elegant speech and ars ornandi, the ornamentation of discourse structured by language to debates about the amoralism of rhetoric.

We continue with rhetoric to educate citizens, a concept embraced by philosophers such as Plato and its indivisible connection to philosophy as understood by Cicero. In the modern period, we note the anti-rhetoric of Rene Descartes and his successor Baruch Spinoza, who touched on the ideas of John Locke, Blaise Pascal, and Immanuel Kant. Chapter constitutes an incursion into the fundamental philosophical structures of rhetoric, emphasising the theoretical dissensions and their identity crisis in the contemporary context.

In the second chapter, the research focused on "The metamorphoses of political discourse from communication to manipulation", analysing the speaker and receiver of speech, the power to convey ideas, and reviewing the history of mass media from the first newspapers and magazines to the age of radio and the internet. We analysed the concepts of the public sphere, public opinion, ideology, and the philosophy of language as the newest hypothesis of contemporary philosophy, as well as the communication models in the public space, the types of power: economic, political, coercive and symbolic. The types of communication with an emphasis on political communication that specialises, in turn, constantly, under its umbrella emerging presidential, governmental, local authority, administrative and campaign communication are the topics that find their place in this chapter. We followed the evolution of political discourse from political communication to manipulating public opinion, analysing the historical environments and technologies for transmitting the message, from print media to television and the internet.

In this context, we discussed the nature of public spheres and public opinions the role of ideologies and power structures, which determine the directions of political communication and its forms, in which politics is often presented as a rhetorical spectacle intended for mass consumption. The focus falls on the evolution of politics as a spectacle leading to the theatricalisation of political confrontations.

The chapter analyses the technological and media evolution of political messaging, where television and, more recently, the internet have reconfigured how politicians construct and transmit their discourses. The chapter also explores, through the lens of Jürgen Habermas's concept of the "public sphere", how forms of political communication have transformed with the contemporary era's ideological, sociocultural and linguistic changes.

In chapter three, we brought to the forefront of the research "Communication and argumentation in the political discourse of the post-December electoral campaigns", performing an analysis of the electoral campaign and the crucial elements for the candidate – visibility, the political speech with concrete examples of stumbling blocks, grammatical mistakes or gross takeovers from the speeches of other personalities. We considered the risks to which the electorate is subjected due to the fragmentation of the politician's speech and the impact of social media on it. The disputes between the candidates, the transmission of the

message, and the importance of developing the political discourse on projects, not just on promises, as well as the impact of the charismatic political figure, are topics developed from the perspective of contemporary philosophers.

We focus on the analysis of post-December political discourse, emphasising the changes in campaign strategies and the ways in which politicians in post-communist Romania reconfigured their relationship with the electorate. Significant fractures in communication and the reception of political messages are identified, and populist discourse is seen as a central element in strategies to attract supporters. We discuss how this type of discourse contributed to the creation of an image of politicians as "populist heroes", as well as the simplification of complex political issues.

Jurgen Habermas conceptualised mass communication as a public space, an ideal place for rational debate. But, in contemporary reality, this space is fragmented by economic interests, algorithms and media manipulation. In this context, communication is no longer just a tool for transmitting information but a means of influencing collective perception. Thus, the notion of communicative action is eroded by the mechanisms of propaganda and discursive framing, as Constantin Sălăvăstru points out in his analysis of argumentation techniques.

Argumentation, as a fundamental communication process, thus becomes unstable ground in today's public discourse. Constantin Sălăvăstru highlights that arguments in political discourse are no longer evaluated according to their logical validity but according to their emotional impact and ability to build convenient realities. In this sense, classic argumentative structures are often replaced by rhetorical techniques that aim to manipulate public opinion and consolidate positions of power.

The chapter focuses on analysing the political discourse from the post-December electoral campaigns in Romania, with special attention on its evolution in relation to the changes in the national and global political framework. In this section, fractures and distortions in the process of communication between politicians and the electorate are examined, the nature of populist discourse and its effects on the public image of the politician are investigated, as well as how electoral promises are layered and "marketed" to his benefit.

A significant section of this chapter focuses on comparing the political discourse in the post-December campaigns and that of the 2000s. The trends in the evolution of the electoral message are explored, from populist promises to the emphasis on "political projects" and the reality of political management. In this context, the impact of politicians' visibility and the way in which their image becomes a perceived "electoral commodity" that is marketed through political marketing techniques is analysed.

There is also an analysis of electoral marketing practised by politicians, an area where commercial and political strategies combine to shape voter perceptions and influence voting behaviour and intention. We also make a brief recollection of the post-December electoral

campaigns of the political class after 1989 with the appearances on "free" television, the breakdowns in communication and reception of the electoral message in the political speeches that helped the politicians in the electoral campaigns and the idea of the timid submission of the political class. Gaining freedom of public expression, without fear of repercussions, and democracy represented after the Revolution of 1989 the foundations for language to become a weapon of attack for the political opponent. An analysis of the rhetorical evolution of the Romanian political discourse post-1989 with the description of the main changes in the rhetoric of political discourses in Romania after the revolution, from the post-communist period to the transition to democracy and the current populist trends are the thread of this doctoral endeavour.

The focus falls on communication and argumentation in the political discourse of the post-December electoral campaigns. Thus, the political discourse from a philosophical perspective is analysed in terms of persuasion, rationality, power and conflict. Philosophers such as Aristotle, Habermas, Foucault and Mouffe emphasise different dimensions of political discourse, from its role in rational deliberation to how it contributes to maintaining or challenging power structures.

Influenced by these transformations, contemporary political discourse moves away from the ideal of rational dialogue and becomes a media spectacle. In Romania, this phenomenon is particularly visible in the polarisation of public discourse, where the opposition is not only contested but also delegitimised through aggressive discursive strategies.

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In the fourth chapter of the thesis, I made a series of "Philosophical evaluations about social media as a manipulative weapon in political discourse", and topics such as the study of the impact of social networks on the Romanian political discourse and the investigation of the role of new digital platforms in changing the communication style of politicians are addressed, as well as the analysis of how social networks have transformed political communication (e.g. viralization of messages, emotional manipulation, polarisation, etc.).

Chapter four deepens the analysis of the influence of mass media, and especially the phenomenon of social media, on political discourse. A central point of the research is examining how television and social networks have contributed to the suppression of critical thinking and the emergence of a type of "post-reality", in which manipulation is achieved through algorithms and emotional manipulation.

In the same vein, the thesis explores the philosophical aspects of manipulation, highlighting the relationship between lying, immorality and political discourse. Michel

Foucault's critique of power and discourse is analysed, as well as contemporary theories of political manipulation, from the perspective of critical education and the ethics of public discourse. The analysis of the phenomenon of "fake news" and its impact on the electoral process highlights the risks involved in the erosion of truth and ethics in political communication. "Fake news" and emerging technological influences, such as deepfakes, are addressed as new forms of manipulation threatening political communication's integrity.

We analyse political discourse as a form of communication that aims to influence public opinion and generate political action. Philosophers have explored political discourse from multiple perspectives, examining its role in democracy, ethics, and the relationship to power. The propagation of political discourse through social media has become a constant in public relations and electoral campaigns and must be analysed from all perspectives. Identifying the impact of political messages on the perception and behaviour of voters, evaluating how political speeches affect electoral behaviours, opinions and perceptions of voters, and analysing their manipulative or persuasive effect in the context of electoral campaigns are some of the topics analysed.

The direction of exploration was that of the philosophical aspects of manipulation in political discourse through social networks, bringing to the fore the concept of "post-reality" and the mechanisms by which emerging technologies, such as algorithms and deepfakes, contribute to the distortion of political reality. We also analysed the impact of the "fake news" phenomenon on the democratic process, emphasising the relationship between lies, immorality and political manipulation in the context where mass media and social media contribute to the suppression of citizens' critical thinking.

Social media has fundamentally changed the communication paradigm, introducing new forms of interaction and social validation. Through the lens of contemporary thinkers and mentors, we highlighted how digital platforms function as spaces of immediate emotion, where virality replaces argumentative logic. Baudrillard draws our attention to the hyperreality generated by these media. Instead of an authentic exchange of ideas, we witness a perpetual self-referentiality, where the signs of communication circulate independently of the reality they claim to reflect.

In **Conclusions**, the thesis emphasises the need for a solid critical education, which protects the individual from informational manipulations, appealing to the Kantian imperative of respect for the rational autonomy of the subject. In a world marked by distorted information and sophisticated manipulation techniques, citizens' intellectual responsibility becomes essential for maintaining a free and democratic public space.

I made the thesis concerned, as a journalist and television personality, with the impact that the political speech given by the debutant or well-versed politician has on different categories of the public, from the ordinary and gullible to the learned or who consider themselves to be intellectuals. In addition, the exacerbation of fragmented, superficial

communication through the current social media platforms that have led to manipulation, lies, post-reality and simulacra of political discourses are some of the reasons why we considered it worth going into the detail of the rhetoric of the Romanian political discourse.

A politician's persuasiveness depends on his ability to construct logical and well-structured arguments tailored to the public. Rhetoric is the one that helps a politician to evolve to capture the attention of the public, of the electorate, but it is also the one that can throw him into derision if he does not use it properly, elevated and with correct language both grammatically and as a vocabulary. In Romania, as in other democracies, politicians must present their views in a way that is perceived as rational, fair and authentic. Errors of expression semantic aberrations only attract the disgust of the educated electorate and the scorn of those with only the well-known phrase: "school of life".

Romanian political speeches often reflect not only political ideas but also the cultural and social traditions of the country. A relevant conclusion could be that the democratic developments in Romania, internal ideological struggles, and grammatical mistakes in the untimely expressions strongly influenced the rhetoric in the post-December political speeches. Of course, we do not deny the importance of persuasion and subtle manipulation in political speeches, emphasising the persuasive techniques used in recent election campaigns. Rhetorical strategies known since antiquity, such as the appeal to emotion (pathos), authority (ethos) and logic (logos), remain the foundations of political discourse but are in great competition with the fragmented and populist one transmitted through social media.

In the age of digital communication, political discourses are increasingly influenced by online and social media, changing the dynamics of interaction between politicians and voters. We thus conclude that the new communication channels have radically transformed the way Romanian politicians argue and build their public image.

Over the years, the general public seems to have learned to discern between the fanciful promises of political campaign speeches and what politicians actually achieve after they are elected. And if the latter proves that they do not respect their promises, they may have - unpleasant - surprises in the next round of elections if they still run.

We focused on a range of topics, from the philosophical analysis of rhetoric and public discourse to the assessment of the impact of new media on political communication. Through this approach, we sought a deep understanding of the manipulation mechanisms and discursive-political strategies that shape and influence the present political realities.

The mass media plays an essential role in promoting or, as the case may be, cornering some politicians. This depends on factors such as spheres of influence, money from electoral advertising or simply an approach of a free press, which is not conditioned by contracts with politicians that do not depend on them.

Politicians' speech and election campaigns are increasingly leaning on social networks in the digital age. The reasons, from their point of view, are that promotions on social networks do not cost much; they no longer need advertising contracts with the press but only direct monetisation through social media applications. The danger for today's political society, given that it is highly polarised on social media channels is that of having to deal with the so-called *fake news*. In addition, this could be of excellent service to a politician, however well-intentioned he may be.

Politicians still believe they can manipulate the electorate through pompous speeches, empty promises, a catch at a country party, or a crowd bath. This could mean a lack of both political and civic education. We can also say that Romanian political discourse is a complex field in which argumentation and communication are used to shape electoral perceptions, influenced by rhetorical traditions and new social media technologies.

The thesis proposes an interdisciplinary approach to Romanian political discourse, combining classical theories of rhetoric with contemporary perspectives from political philosophy, semiotics and media analysis. The authors selected in this work provide a complex theoretical framework that allows for a deep understanding of the mechanisms through which Romanian political discourse shapes and reflects post-communist society's social and political realities.

Following the analysis within the thesis, we could conclude that the political discourse in the electoral campaigns between 1993-2000 could today be considered as the "romantic period" in which there were reasoned, technical messages supported by professional training and political performance of a minimum quality. The candidates mostly had solid educations and were representative of the community through recognised professional positions held in society.

The political discourse was predominantly formal technocratic, based on expertise in community issues, and the electoral platform was solid, clear, left or right, focused on the primary needs of the polis - the city. Electoral communication was carried out through the written press, television, press conferences, public meetings, rallies and electoral debates, interviews and posters, and the campaign concept was well structured and rigorously planned ahead of time by teams of consultants and party people with training in politics and advertising. In general, the candidate with a chance of winning the elections was present, attentive, lively in temperament, thoroughly approachable, and open to permanent dialogue with the press and citizens.

However, the question that arises after the analyses in the thesis can be, "Where have we reached today in the political discourse and electoral campaigns?" We could conclude that we are witnessing a process of filtered manipulation as a dangerous element for the public, with an internet dominated by bots and algorithms that are often manipulated for disinformation. We are dealing with a process of "overproduction of political elites." Political elites are

represented by those who have social power and are holders of power in the state, not people who are distinguished by intelligence, competence, behaviour, or social status. We have the feeling that we live in a climate of civic cohesion undermined by "political entrepreneurs", manipulation by artificial intelligence that leads to information war through social media, deepfake and propaganda exclusively through the social media platforms of the mega digitals: Facebook, TikTok, Google, Instagram and so on.

We will have to seriously ask what awaits us: what will the public and the candidate of the future look like? Will the public vote for candidates who present themselves almost exclusively digitally, with a virtual identity and a digital campaign? There is thus a significant risk of a dependency of politicians on Artificial Intelligence (AI) that will lead to artificial politicians and, figuratively and probably also literally, to influencing elections with the help of bots, as it seems already happened in the Romanian elections of 2024 with personalised propaganda and targeted disinformation. We will most likely witness the fall into obsolescence of classic opinion polls, radio, and television in classic form, and the future generations will express themselves only through digital medium. It's a grim forecast for those who are part of the generations who lived through the election campaigns of the years after the 1989 revolution.

Of course, the current generations will change; we could even say, referring to the recent data of 2024, that they have already changed the perception of the politician, the received political speech and how the candidate is finally voted.

What and how should we act to prevent the "surprises" of the appearance of "meteor" or "black swan" candidates? It is clear that there is a need for digital education, involvement in regulating the way digital applications and platforms work, the way they manage and manipulate users' personal data, and especially the application of the newly promulgated legislation at the European level. Technicians and experts in the field of political consulting will have to establish new criteria to refer to the electorate. Such as the share of the existing digital audience compared to the classic one without an increased appetite for social media or the increase in reaction at the level of communicators, as well as the mediums through which the message is delivered. A careful assessment of the weight of artificially created and "organic" natural reactions in social media. Another challenge will be how to shape the messages for the public, the rural electorate that has not been "contaminated" by the new weapons of manipulation through social media but still has access to it to some extent. What is increasingly evident is the fact that the classic manuals of communication and political discourse must be revised and adapted to the new realities, and we find ways to counteract manipulation through social media must be identified.

In addition, political parties, regardless of their variable weight in the politics of Romanian society, will have to completely rethink how they interact with the electorate because they already have to deal with digital networks of members and supporters, digital

billboards and the need to invest in new technology. Electoral marketing is also undergoing major changes. Digital politicians' brands will be built, troll teams will no longer be a surprise, and candidates and campaign teams will need solid training in artificial intelligence and digital social media promotion strategies.

Finally, it is becoming increasingly clear that we will have "digital candidates" with digital identities, and we do not think we will be too wrong if we think from now on about the potential "digital/virtual mayor" "digital/virtual country president".

In conclusion, mass communication, social media, and contemporary political discourse form a dynamic ensemble in which truth is negotiated, and reality is discursively constructed. Through a philosophical approach to these phenomena, we can develop the necessary tools to demystify manipulation strategies and restore an authentic form of public dialogue. Only through a critical reflection on the relationship between language, power, and truth can we hope for communication that is more than a simple mechanism of influence; it is a means of collective emancipation.

However, as versatile as political discourse is, we can unmistakably consider the philosopher Friedrich Nietzsche's central principle to be permanently valid and applicable: "There are no facts, only interpretations."

His vision of truth, knowledge, and subjectivity increasingly folds into the outcome of contemporary political discourse. Nietzsche's quote challenges us to reconsider how we form our worldviews and be aware of our interpretations. This enriches our understanding of humanity and encourages us to be open to different perspectives, recognising the complexity and plurality of human experiences, including vis-à-vis politicians, their rhetoric and arguments, and not least concerning their concrete deeds and accomplishments.

In conclusion, Romanian political discourse is a complex terrain where strategic rationality, emotional persuasion and power dynamics intersect. Beyond the ideal of rational communication, reality shows a scene dominated by persuasive strategies, digital hyperreality and mechanisms of discursive exclusion.

To understand these phenomena, we must turn to a philosophical and interdisciplinary framework, which combines communication theory with argumentation analysis and critical reflection on the relationship between language, truth and power. Therefore, the future of communication and argumentation in political discourse depends on our ability to navigate the constraints imposed by technology, economic interests, and the desire for transparency and genuine dialogue.

Only through a deep understanding of these dynamics can we hope for a revitalisation of the public space, a more open and authentic one, and communication through a political discourse that is not just a show but also an instrument of genuine democracy.