

Abstract

The thesis entitled *Interferences of Linguistics with Rhetoric, Semiotics, and Pragmatics in Contemporary Text and Discourse* offers a synthetic and substantial overview of my academic trajectory and scholarly contributions following the conferral of my doctoral degree in Philology. It also outlines the projected directions of my future professional, scientific, and pedagogical development.

My academic formation is deeply rooted in this university, where I received a Bachelor of Letters degree in 2001, with a specialisation in French Language and Literature – Romanian Language and Literature, within the Philology profile. My professional career began shortly thereafter, when I was appointed as a teaching assistant in the very faculty from which I had graduated. I continued my academic advancement through a Master's degree in *Communication and Language Sciences* (2001–2003), subsequently assuming ascending academic ranks: assistant professor (2004), lecturer (2007), and, since 2016, associate professor in the Department of Romanian Language and Literature and Communication Sciences. Notably, 2016 also marked the beginning of my tenure as Dean of the Faculty of Letters, a position I currently hold in my third mandate, having previously undertaken other leadership roles, including coordinator for quality management within the department, interim director of the same department, and vice-dean in charge of quality assurance, institutional image, and ethics.

I obtained my PhD in Philology in 2006 from “Alexandru Ioan Cuza” University of Iași, within the Humanities domain, with a doctoral thesis entitled *Rhetoric and Pragmatics of Advertising Discourse*. The research was conducted under the supervision of Professor Stelian-Traian Dumistrăcel, PhD, an esteemed scholar of phraseology, communication, sociolinguistics, and pragmalinguistics, affiliated with “A. Philippide” Institute of Romanian Philology of the Romanian Academy, Iași Branch, and editor of major works by Eugeniu Coșeriu, with whom he maintained a personal acquaintance. The topic suggested by Professor Dumistrăcel proved to be both demanding and intellectually stimulating, guiding me into the realm of inter- and

transdisciplinary research, a space contributing to the convergence of multiple theoretical and methodological approaches, such as text theory, discourse analysis, linguistic pragmatics, rhetorical and argumentative theories, textual and visual semiotics, and studies on advertising discourse, all of which I approached while maintaining a consistent orientation, namely the linguistic path.

The academic directions mentioned above are extensively reflected both in the subjects in the standard curriculum I have helped shape and in the scholarly works listed in my publication record. These include several studies that disseminate the findings of my doctoral research, published before and after the publication of my dissertation, *Rhetoric and Pragmatics of Advertising Discourse* (2010).

This research area enabled me to concentrate on the relationship between verbal and visual elements, leading to specialisation in the domain of persuasive and manipulative communication. This focus provided a fertile ground for evaluating communicative effectiveness from a pragmatic perspective. Similarly, like many doctoral candidates under the supervision of Professor Stelian Dumitrăcel, PhD, I also began to assimilate and apply Eugenio Coșeriu's Theory of Integral Linguistics. While not disregarding contemporary linguistic paradigms, I adopted Coșeriu's framework, which aims to critically engage with and situate diverse linguistic approaches, including speech linguistics, normative linguistics, and text linguistics, within a broader epistemological context. According to Coșeriu (2000, p. 118), this approach promotes intellectual independence and encourages a creative, critical engagement with linguistic theory.

My research contributions have consistently prioritised interdisciplinary and pluridisciplinary approaches to the study of contemporary text and discourse. These efforts are situated at the intersection of three primary disciplinary fields: linguistic rhetoric, semiolinguistics, and pragmalinguistics. This entails both external interdisciplinarity, involving collaboration with specialists from non-linguistic fields who engage with language, and specific interdisciplinarity, focused on the intersections between linguistics and other disciplines that systematically study language, its uses, and its socio-cultural determinants (Coșeriu, 1980).

My research activity comprises the following components:

- a. publication of key studies;
- b. scholarly impact demonstrated through citations, reviews, and inclusion in national and international academic databases;

- c. participation in research projects or initiatives with a significant research component;
- d. organisation of international academic events and membership in their scientific committees;
- e. active involvement in research centres and editorial boards.

Future development at the professional, scientific, and pedagogical levels will represent a natural continuation of the key concerns that have shaped my academic career, marked by responsiveness to evolving challenges. My strategic objectives include:

- ✓ publishing monographs and collective volumes with renowned international publishers, either independently or in collaboration with colleagues from my faculty and from partner institutions in Romania and abroad;
- ✓ continuing research in the disciplinary areas reflected in my prior publications, with a particular focus on text linguistics and discourse analysis, which currently represent core areas of interest;
- ✓ increasing engagement in national and international research funding competitions, while also collaborating on interdisciplinary projects with a research component, such as the one I currently coordinate, in order to meet academic performance targets, including scientific articles in journals indexed by Clarivate in Web of Science, contributing to increasing visibility;
- ✓ participating in specialised and interdisciplinary academic events, particularly those held abroad, and ensuring the dissemination of research outcomes in prestigious scholarly venues;
- ✓ contributing to the field through doctoral supervision, with the aim of advancing pragma-rhetorical approaches to various (sub)genres of discourse and communicative interactions, while inspiring early-career researchers to undertake original and methodologically rigorous studies that innovatively combine or adapt existing theoretical frameworks.

The bibliography includes the specialised literature cited throughout this thesis and highlights my original contributions in support of the aforementioned research directions.

