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TÂNĂRUL TONEGARU, LA 100 DE ANI

Young Tonegaru at his Centenary

George ACHIM,

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Abstract: *Constant Tonegaru wasn't a bohemian per se, but he was an eccentric person, doubled by an insurgent and by a rebel, however not without a cause, but taking on – by active engagement – a high cause, that of freedom and of fighting against usurping communism, which he serves with utmost honesty and moral integrity. In these conditions, the predictable political sentencing will appear, the suffering and the humiliations of jail – a calvary endured with great dignity and noblesse.*

Keywords : *poetry, nonconformist, bohemian, eccentricity, political engagement*

CRIZA IDENTITARĂ A PERSONAJULUI FEMININ

The identity crisis of the female character

Anda BENȚA, PhD student, Philology,
Technical University of Cluj-Napoca

Abstract: *The article - The identity crisis of the female character - started from f Hertha Perez` idea according to which the characters are "heroes of their time" and I tried to follow in some novels the way in which the strict rules of a society put pressure on the individual or a certain category, causing identity crises. We have considered some novels published in the eighth decade of the last century or novels that capture that period, because then the oppression was strongly felt by all walks of life. Within them, we followed the evolution of certain representative characters for the hereby approached topic, we analyzed the reason for the crisis, the climax and the way of solving it, in order to reach the conclusion that the female characters are defeated beings, who prove that there is a close connection between political, social, economic reality and the interiority of a human being, a time in crisis corresponding to characters in crisis*

Keywords : *oppression, crisis, identity, rescue, failure.*

MELANCOLIA ÎN POEZIA BACOVIANĂ

Melancholy in bacovian poetry

Carmen Daniela BERINȚAN, PhD student,
Philology, Technical University of Cluj-Napoca

Abstract: *In the present study we refer to the aesthetic concept of melancholy in the symbolist poetry. Melancholy is a feeling that dominates the entire symbolist universe. We cannot discuss symbolism or symbolist poetry without referring to the omnipresent state of the poetic self, named melancholy in all its forms. Whether we encounter a light melancholy, or we have a heavy, black, Saturnian melancholy, or worse, it reaches its climax under the shape of spleen. This feeling is always present, organizes the universe, the actions of the lyric self that populates the world of symbolic poets. The poet whose literary work will be approached in this paper is George Bacovia. In his work we find as a recurrent element of melancholy loneliness, isolation from society that the poetic self cannot apprehend.*

Keywords: *symbol, melancholy, spleen, nature, solitude.*

INLUENȚE AUTOBIOGRAFICE, POLITICE ȘI RELIGIOASE ÎN POEZIA LUI CONSTANTIN VIRGIL GHEORGHIU

Autobiographical influences, political and religious in the Constantin Virgil Gheorghiu's poetry

Mihaela BREBAN, PhD student, Philology,
Technical University of Cluj-Napoca

Abstract: *Poetry is a less researched field of the literary work of Constantin Virgil Gheorghiu. Few literary critics tried to perceive the mysteries of his lyric, mainly because during the communist period he was a banned writer in his own country, because on 23rd of August 1943 he refused to return from Zagreb, where he was a cultural attaché, to a country under Soviet protection. Constantin Virgil Gheorghiu's poetic creation took place in the country from 1937 to 1942, continuing to write sporadic lyrics during the Parisian exile. C.V. Gheorghiu's poetry was appreciated by his peers, the readers, the literary critics of the time, which was also justified by the fact that he was awarded for his second verse plaque and was eventually included in a poetry anthology.*

Keywords: *writer, exile, poet, publicist, reporter, war*

**ATITUDINI ȘI SCRITURA LUI TITUS POPOVICI
ÎN PERIOADA PROLET CULTISTĂ**

***Attitudes and writing of Titus Popovici
during the proletcultist period***

Ligia Greta BUZSOR, PhD student, Philology,
Technical University of Cluj-Napoca

Abstract: *Once with the instauration of communism, the entire Romanian cultural and literary background will go through serious changes, which will shape a particular existential structure. The promoted pattern in literature will be social realism. The purpose of this paper is to analyse typologies of characters and the way they construct themselves around the principles of the social realism paradigm*

Keywords: *character, typology, guidance of culture, compulsory literary pattern, social realism.*

REFLEXII BIOGRAFICE ÎN CREAȚIILE MESIANICE

Biographical reflexions in messianic creations

Maria Alexandra GLIGAN, PhD student,
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Abstract: *The concept of messianism is relatively new in Romanian. It refers to religion and to the hope that Jesus Christ offered it to the people in the name of God. Literary works are a means of expression, based on real events, part of the writer's biography. In this article, we will notice the relationship that is established between the two components, the biography and the literary work, identifying the items taken from everyday life in their creations.*

Keywords: *messianism, biography, reflexions, rising, nationalism, events*

NOMENCLATURA COMUNISTĂ

The communist nomenclature

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Philology, Technical University of Cluj-Napoca

Abstract: *This article aims to illustrate how the pyramid of communist nomenclature is transposed into the literature. Prose writers such as Mircea Eliade, Princess Ileana, Petru Dumitriu, Dinu Săraru, Dumitru Popescu, Marin Preda, Petre Sălcudeanu or Titus Popovici are the creators of characters who reiterate the image of the supreme dogmatic leader, through that of the high-ranking nomenclaturists or of the party activists.*

Keywords: *communism, dogmatic leader, activist, nomenclature*

CONCEPTUL DE SINUCIDERE ȘI IMPLICAȚIILE SALE CULTURALE

The concept of suicide and its cultural implications

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Philology, Technical University of Cluj-Napoca

Abstract: *Suicide is a complex problem and it can be related to a single factor, personality features. Suicide has always been a moment with different meanings for philosophers, sociologists, psychologists, but also for various religions and even ordinary people. Freely chosen death, the wish to suppress yourself is, no doubt, an action, not just in a grammatical sense, but factual too. There are diseases with a relatively constant rate in a society and they vary a lot depending on people. Such is craziness. All the passions in excess, physical and mental are presented as disturbing events for the brain, capable of leading to melancholy and suicidal mania.*

Keywords: *suicide, personality, existence, craziness, desperation, disease*

ROMANUL „QUO VADIS, DOMINE?” – RECEPTARE ȘI INTERPRETARE

The novel "Quo vadis, Domine?" - perception and interpretation

Georgeta IUGA, PhD student,
Philology, Technical University of Cluj-Napoca

Abstract: *Following numerous discussions arising from the publication of the first volume of the novel "Quo vadis, Domine?", written by Mihai Sin, this article aims at following the opinions and reactions with direct reference to the content and inherent issues. The novel generates a state of revolt in the literary world by the fact that it transmits the idea that security contributed to the salvation of the cultural identity of Romanians during communism, preparing the restoration of democracy. Under these conditions, naturally, the question arises whether this first volume can be put under the sign of artistic courage or it stands for something else.*

Keywords: *the novel, „Quo vadis, Domine?”, cultural identity, Dominic Vanga, democracy and communism.*

UNIVERSUL PROZEI LUI ZAHARIA STANCU DE DINAINTE DE 1945

The world of Zaharia Stancu's prose before 1945

Simona MARCU, PhD student,
Philology, Technical University of Cluj-Napoca

Abstract: *Before Zaharia Stancu published the novel „Descult” (“Barefoot”), which acknowledged him literary, the author had written two other urban and erotic novels: „Taifunul” (“The Typhoon”), in 1937 and „Oameni cu joben” (“Men in top hats”), in 1944, none very well received by the critics. Despite the fact that the purpose of these two novels was more a commercial and less an artistic one, their importance cannot be overlooked. The first novel, „Taifunul”, captures in a diary, the chaotic confessions of an epileptic painter, who periodically goes through bouts of violence. The novel upstages nightmare vision, dream hallucination, and imagistic and verbal delirium, thus fitting into the somewhat fashionable writings of the interwar period. The second novel, „Oameni cu joben”, is a family chronicle written with the unequivocal intention of criticizing the morals of the society of that time. Designed for blackmail reasons, the novel emphasizes the lack of scruples of the contemporary bourgeoisie.*

Keywords: *beginnings, diary, morals, bourgeoisie.*

INSULA ADA-KALEH SPAȚIU DE MARGINE ÎN LITERATURA ROMÂNĂ

The Ada Kaleh island boundary space in romanian literature

Felicia MICH, PhD student,
Philology, Technical University of Cluj-Napoca

Abstract: *The island of Ada-Kaleh which was named Carolina during the Habsburgic occupation represented a sterling ethnic mixture made out of Turks, Hungarians, Serbs, Romanians and Jews. It experienced a lenient political attitude from the governors. In the beginning, it was an old Roman castrum from which its aspect of a fortress. Furthermore, from its strategic position on the Danube, it became the bone of contention between two empires, switching many times from Turkish to Austrian. The Empire of the Crescent Moon defeated after endless wars yields on behalf of the Habsburgic Empire which ruled the island until 1919, when, following the Treaty of Versailles, it becomes part of Romania. The life of the inhabitants left in a territory devoid of natural resources, in the hands of the European ships which sailed across the Danube in the 19th century, formed a unique picture, a mixture of exoticism and drama. The image is preserved either as a fictional literary form - prose or as travel literature, memoirs or literary journalism*

Keywords: *legend, island, Turks, exoticism, constraints.*

SCRISOAREA – ESEU DIN PROZA LITERARĂ EMINESCIANĂ

The Essay-letter within Eminescu's literary prose

Petronela MUREȘAN, PhD student,
Philology, Technical University of Cluj-Napoca

Abstract: *Eminescu's literary prose was received in different ways, even with hostility, even by those who had a cult for the great poet. Ovid Densușianu considers it cumbersome and tormented, diminishing the poet's reputation. These epic projects renew Romanian prose through literary themes and philosophical concepts never tried before, anticipating the fundamental themes of poetry, introducing metaphysical speculation, the result being, in Eugen Simion's vision, a mesalliance between epic, philosophy and politics.*

Keywords: *prose, metaphysic, epistolary, ambiguous.*

**IPOSTAZE ANGELICE ÎN POEZIA LUI MIHAIL GĂLĂȚANU.
EREZIE ȘI MISTICISM**

***Angelic hypostases in the poetry of Mihai Galatanu.
Heresy and mysticism***

Adela NECHITA, PhD student,
Philology, Technical University of Cluj-Napoca

Abstract: *The angelic assistance, specialized for the seven capital sins and necessarily asexuated, provides a pretext to meditation on the writer's condition, of living only in spirit, eradicating physiological needs in "I climb where I exist". Although Mihail Galatanu's vision of the angelism is totally heretical, mocking the lack of angelic sexuality by using the image of the eunuch-angels, other poems, like Mircea Dinescu's, portrait "troublemaker angels", to whom the woman, her sensuality and power of seduction, awakens uncontrollable desire. Despite the insolences and demystification, Mihail Galatanu's poetry is filled with attempts of establishing a relationship with the sacred, even a prejudiced one, and the oscillation between the ghetto buffoonery and high mysticism masks fragility unveiled by the enormities.*

Keywords: *sense derapment, bombastic discourse, outrageous foul, immersing in marginality.*

VINTILĂ IVĂNCEANU – UN „PERSONAJ” ONIRIC ÎN CĂUTAREA LIBERTĂȚII

Vintilă Ivănceanu – an oneiric „character” searching freedom

Bogdana-Cristina-Laura NEDELCU, PhD student,
Philology, Technical University of Cluj-Napoca

Abstract: *This paper presents the main characteristics of the aesthetic oneirism and the significant influence of Vintilă Ivănceanu’s literary works upon the Romanian and Austrian cultural environment. His poems and novels embody the theoretical principles of aesthetic oneirism, but they also depict surrealist images while deconstructing the language, in order to re-create it again, in an intriguing manner. As one of the most gifted and original authors, and in spite of the fact that his works have been censored by the communist regime, Ivănceanu still remains an inspiration for the next generations of Romanian and European writers, stage directors, anthropologists and linguists.*

Keywords: *aesthetic oneirism, censorship, language deconstruction, ideological monopoly.*

RELAȚIILE DE PRIETENIE ALE LUI DARIU POP CU LIVIU REBREANU

The relationship between Dariu Pop with Liviu Rebreanu

Ioan NISTOR, PhD student,
Philology, Technical University of Cluj-Napoca

Abstract: *Dariu Pop's friendship with Liviu Rebreanu lasted from childhood to the novelist's death. During Dariu Pop's refuge in Bucharest (1912-1916), the two militated for the liberation of Transylvania. Their friendship continued after the war. Dariu Pop accompanied Liviu Rebreanu's family to the countryside of the characters from the novel "Ion" which he had read in manuscript, being requested to confirm the authenticity of the atmosphere from Năsăud recalled in the novel. It is quite relevant the correspondence between them. There have been found six letters sent by Dariu Pop to his friend between 1927 and 1938.*

Keywords: *friendship, secondary education, refuge, correspondence, trips, manuscripts.*

INOROGUL-MIT ȘI SIMBOL ÎN POEZIA ROMÂNEASCĂ

The myth and the symbol of the unicorn in Romanian poetry

Maria Elena OPRIS, PhD student,
Philology, Technical University of Cluj-Napoca

Abstract: *The article focuses on the presence of the fabulous creature – the unicorn – in the Romanian poetry. The myth of the unicorn stirred the imagination and creativity of many Romanian poets. This article makes reference to the poetry of Lucian Blaga, Nichita Stănescu, Vasile Voiculescu and Ion Pillat. The taste for the fabulous and for mystery, the joy of fun in a world where everything is possible and everything is believable gave free rein, to the fantasy and imagination of the poets. Mystery, myth, novelty, purity and solitude are attributes that the selected authors associate the unicorn with, in a variety of poetic expressions.*

Keywords: *unicorn, mythical, poetry, immaculacy, solitude, mystery.*

MEMORIALISTUL AUREL BARANGA

Aurel Baranga- The memorialist

Adrian OROS, PhD student,
Philology, Technical University of Cluj-Napoca

Abstract: *A successful playwright from the 50's up to the end of the 70's, Aurel Baranga proved to be a multifaceted author, being a fable writer and a memorialist as well. His memories (Jurnal de atelier – Diary from a Writer's Study) provide a comprehensive image of his time, of the subjects he presented, of his view point on arts in general and theatre in particular and of the society he lived in. The genesis of his plays, the place fables own in nowadays literature – all are integrated in Baranga's memories, which are presented as a fictional work, but have a high dose of real life into them.*

Keywords: *Aurel Baranga, playwright, memories, personal information, art.*

**AVATARURILE SINELUI LA ALEXANDRU PALEOLOGU.
FRANCMASONERIE ȘI CATOLICISM**

***The Self Avatars in Alexandru Paleologu'Works.
Freemasonry and Catholicism***

Diana Gabriela PAUL, PhD student,
Philology, Technical University of Cluj-Napoca

Abstract: *Alexandru Paleologu, a controversial spirit, undergoes a series of interior transformations. His avatars are those of a mercurial age: essayist, critic, diplomat, political convict, informant for the Security, ambassador of the thugs, practicing Christian, freemason. Alexandru Paleologu finds towards the end of his life a subtle reconciliation with the world, a retrieval of all the (finger)prints of a (human)being in a space, guardian of eternal love.*

Keywords: *avatar, faith, love, freemasonry, change, acceptance.*

ADRIAN PĂUNESCU ÎN CLIMATUL GENERAȚIEI ȘAIZECISTE- POEZIILE DE DEBUT

Adrian Păunescu in the atmosphere of the 60s – the debut poems

Manuela PINTEA, PhD student,
Philology, Technical University of Cluj-Napoca

Abstract: *The beginning of the paunescian creation is under the sign of an optimistic vision, specific to the climate of the generation of the sixties. The first poems, published in the „Luceafărul” magazine, announce the theme of the opening volumes, which outlines the characteristic diversity of most poetic writings. Thus, the artist will project the image of the family in the old home universe, which will remind him of his childhood and will illustrate several visions about love. Being considered a symbol of his generation, Adrian Păunescu oscillates between the safety of the one who feels appreciated and loved and the unhappiness of the artist in opposition with the world. Just as in most volumes, he also illustrates the creative force, the fluid writing that justifies his poetic genius. This operates in the language register with the most unexpected ways of expression, from the abstract notions to the metaphorical language, elegantly alternating with bizarre notions that confer different modernity and style.*

Keywords: *generation, optimism, poem, love, family.*

**MODALITĂȚI DE RECEPTARE A CONDIȚIEI FEMEII
LA ÎNCEPUTUL SECOLULUI AL XIX-LEA**

Ways of perceiving women`s condition in the early 19th century

Mădălina Florina POP, PhD student,
Philology, Technical University of Cluj-Napoca

Abstract: *The beginning of the 19th century offers a new perspective on the Romanian people, who become the representatives of the occidental world, this contributing to the enrichment of the cultural values in our country. The French observers passing through our country have noticed the most spectacular and visible aspects of our society, noticing the discrepancies between the social status of the women they encountered.*

Keywords: *travellers, culture, influence, psychoanalysis.*

IPOSTAZE ALE DEMONICULUI ÎN LIRICA LUI EMIL BOTTA

Demonic postures in Emil Botta's poetry

Simina POP, PhD student,
Philology, Technical University of Cluj-Napoca

Abstract: *Demonstrating great authenticity in developing his writing matrix, Emil Botta is best known for the unique manner of approaching ontological experiences filtering them through personal strainers and restoring them into skillful literary forms. This paper focuses on the original approach of the demonic as an esthetic value, an approach that triggers uncharted hypostases of groovy essences. In his works, the demon assumes intriguing postures, but never takes on a fully conventional form, being mostly used as an instrument, as stage props always at the disposal of the demiurge to mould it just as the creative drive requires.*

Keywords: *demonic, postures, instrument, esthetics, mask.*

MISTERIOSUL „DESCĂLECAT” AL LUI MIRON RADU PARASCHIVESCU LA „ALMANAHUL LITERAR”

Miron Radu Paraschivescu`s mysterious „rekindling of” the „Literary Almanach”

Vasile-Daniel SĂUCA, PhD student,
Philology, Technical University of Cluj-Napoca

Abstract: *In December 1949, the publication „Almanahul literar” has been released in Cluj. It was a periodic magazine belonging to the Writers Union of Popular Republic of Romania, and from 1954 until today it has been bearing the name „Steaua” (The Star). The context of its apparition remains unclear. However, it remains certain, even if we have not found any proving documents, but based on several testimonies published over the years, the wish of the party’s leadership at the time to (re)establish a few cultural publications, in Cluj („Almanahul literar”), in Iași („Iașiul literar”), Timișoara („Scrisul bănățean”), București („Viața Românească”, new series of the same title magazine from 1900-1946).*

Keywords: *„Almanahul literar”, „Steaua”, Miron Radu Paraschivescu, Cluj, Writers Union of RPR..*

**DINAMICA SATULUI ROMÂNESC
ÎN VIZIUNEA LUI MIHAI POP**

The dynamics of the Romanian village in Mihai Pop`s view point

Dan-Ioan SIDĂU, PhD student,
Philology, Technical University of Cluj-Napoca

Abstract: *The sociological research carried out with Dimitrie Gusti's teams offered Mihai Pop a vast knowledge on the issues of the Romanian village in various areas of the country. He identified the problems but also the valuable parts of the communities that also offered particularity and value to the village. He was not afraid of the changes that were emerging, of the exchange of mentalities and perceptions, on the contrary, he tried to assimilate and highlight their value.*

Keywords: *village, changes, values, communities, dissemination.*

**TÂRGUL, SPAȚIU AL IMPOSIBILEI EVADĂRI DIN DESTIN,
ÎN PROZA LUI ION CĂLUGĂRU**

*The fair, space for the impossible escape from the destiny,
in Călugăru`s prose*

Nadia Luminița ȘTER, PhD student,
Philology, Technical University of Cluj-Napoca

Abstract: *The purpose of this paper is to analyse the way in which the Moldavian fair is depicted in Ion Călugăru`s prose. Perceived as conservative and oppressive, the so-called Moldavian sheltel is a place of radical closure, a hostile and suffocating spot, where people are condemned to famine, alienation, dehumanization, and hopelessness. Birth, marriage, death, suicide are events that are experienced with resignation since there is no escape*

Keywords: *sheltert, Jews, monograph, poverty, resignation.*

TEOHAR MIHADAȘ - MEMORIA SPAȚIULUI CARCERAL

Teohar Mihadaș – The memory of detention space

Alexandra Ioana ȚERMURE, PhD student,
Philology, Technical University of Cluj-Napoca

Abstract: *Detention literature becomes a challenge with the fall of the communist regime in Romania. The most important benefit is the recovery of the past, a controlled past, imposed by the communist regime. Detention literature reveals destinies and stories that were on the outskirts of society. Teohar Mihadaș's literature is one of great complexity. It results from his own lived and clearly remembered past. Memory emphasizes lived events, passed through the filter of sensitivity. Therefore, these pieces of work have historical and literary value. Lived experience becomes historical proof. Historical events, moral and philosophical aspects are the foundations of his memorialistic literature.*

Keywords: *detention, memory, history, communism, sensitivity.*

OCTAVIAN PALER: „UN OM NOROCOS” – PARADOXUL MEMORIEI

Octavian Paler: “A lucky man” – The memory paradox

Aurelia-Gabriela VANCA, PhD student,
Philology, Technical University of Cluj-Napoca

Abstract: *A human being who does not admit his past and does not accept it, is certainly an uneducated creature, which invalidates his essence and lives the feeling of alienation and guilt. Consequently, the beingness is reduced to survival, failures are replaced by imagination, and inner peace is sought from escaping immediate reality. In the end, however, pain, selfishness, inability to forgive and overcome his own suffering will inevitably condemn him to loneliness.*

Keywords: *survival, forgiveness, selfishness, guilt, Self.*

REPERE ALE CONSTRUCȚIILOR UTOPICE LA MESOPOTAMIENI ȘI EVREII DIN PERIOADA VETEROTESTAMENTARĂ

Landmarks of the utopic constructions to the Mesopotamians and the Jewish during the Old testament times

Lenuța-Ioana DUNCA, PhD student,
Philosophy, Technical University of Cluj-Napoca

Abstract: *In this article I have looked for answers to a lot of questions raised by such a complex subject as utopia. Not everywhere, but at the origin of the first ideas of the utopic imaginary. Archaeological excavations were carried out through the layers of the Sumerian civilization and the Jews of the Old Testament period. Along the way, I focused on the most relevant texts for the chosen topic. Most of the texts show that these ancient civilizations transmitted their explanations through myths. Regarding the utopic constructions, their texts called forth the perfection and the bliss of the beginnings, of the primordial universe. Also, in addition to utopic visions, there were dystopic visions, which I mentioned in this paper.*

Keywords: *utopia, dystopia, myth, protophilosophy*

SOLUȚII FILOSOFICE LA O CRIZĂ POLITICĂ

Philosophical solutions to a political crisis

Dana GAGNIUC, PhD student,
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Abstract: *In Europe there is a profound crisis at all levels, all categories of people being influenced by the panic of uncertainty, as nothing is sure and steady. Philosophy is a field which may connect ideas and represent a starting point for possible solutions. Within the present crisis, political philosophy as well as social philosophy have an important role, that of an educational factor which could contribute to the development of a citizen-oriented attitude and which could clarify the new world context and offer some ways to ensure the efficient participation of citizens to the democratic process.*

Keywords: *crisis, solutions, vocation, revolt, knowledge.*

CONSTRUIREA UNUI BRAND, EVOLUȚIA CULTURII ÎN SECOLUL XXI

Building a brand, the evolution of the culture in the 21st century

Victor HORODINCU, PhD student,
Philosophy, Technical University of Cluj-Napoca

Abstract: *Globalization is a historical process that began thousands of years ago. The creation of universal civilization was formed through this process and is based on human diversity and originality. Today, in the age of technology and information, the Romanian culture finds itself in a moment of evolution, introspection and rediscovery of its own identity. In the hereby analysis we will present the meaning, development, and transformation of the concept of tendency from a simple custom that dates back to ancient times to the most powerful notion of identity in the era of social platforms and digitalization. We will also describe the value of brand and branding in the context of cultural and individual identity. In order to outline the history of the Romanian brand, we need to understand, the resources, and the tools belonging to the 21st century. Above all, Romania requires a brand story and brand identity that can strategically promote its valuable and rich culture for the benefit of its people.*

Keywords: *brand, culture, identity, language, branding, marketing, communication, evolution.*

INFLUENȚA BRAND-URILOR ASUPRA MENTALULUI CONSUMATORILOR

Brand influence upon the consumer's mindset

Victor-Anton MIHIȘ, PhD student,
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Abstract: *Authority figures, such as big commercial brands, play a decisive role in our decision-making processes throughout our lives. They sum up a set of information with which they manipulate our mental models, using its cognitive structures to establish themselves on our scale of necessity or preference. Once the brand is high up that scale for a large number of people, it becomes iconic and turns into a symbol of that type of product, presented to newcomers searching for it as all-in-one good, proving to be the right solution for their needs, making them skip their own research and decision-making process in choosing the right product. This can sometimes work, but when you repeatedly display this behavior you can make the customer forget about his/her own needs.*

Keywords: *Brand, identity, mental model, consumer, commerce.*

**CONTROVERSE ÎNTRE LUCIAN BLAGA ȘI STĂNILOAE.
(PROBLEME COSMOLOGICE)**

Controversy between Blaga and Staniloaie. (Cosmologic matters)

Vasile Cosmin PETROVAI, PhD student,
Philosophy, Technical University of Cluj-Napoca

Abstract: *Therefore, Blaga sees no difference between religion and metaphysics, except in which man strives with all his being towards the last coordinates of his existence only through knowledge "The human being feels an inclination or the need to participate, in one way or another. , with all its faculties and aptitudes, in the order once given as the ultimate one or coordinated elements of the mystery of existence are revealed ... that is, the human being perceive the matter with knowledge, the effects, will, feeling. The definition of religion, according to Staniloaie, must include all those elements without which religion is not encountered, as a specific phenomenon in human life, that is, all those conditions that are necessary for its construction and persistence. The essential element for the existence of religion stands in its followers` faith in the realities taught by itself.*

Keywords: *religion, human, mystery, conditions, effects.*

ARTA MOȘITULUI. STUDIU DE CAZ

The Art of Inheritance. Case Study

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Abstract: *Man is the soul. The Socratic method is the care of the soul, a care for oneself and others. In the contemporary period, man rarely cares about the soul, thought, truth. Even if self-knowledge is within everyone's reach and is essential to adapt effectively to the challenges facing man in his climb to the ladder of virtues, hemography, writing with yourself, it is a difficult process, this time marked by change. The alert rhythm of life does not create the favorable context of reflection, introspection, interrogation, argumentation, thinking. Trapped in the darkness of change, the contemporary hemograph feels lost. Thus, philosophical counseling provides the favorable framework for the contemporary hemograph for the care of the soul, through the experience of interrogation, search, reflection on existing dilemmas, contradictory unification, finding meaning.*

Keywords: *critical thinking, dialogue, know yourself, existential dilemmas, case study*

PRESA COMUNISTĂ ÎN ROMÂNIA

Communist press in Romania

Melisa Lavinia POP, PhD student,
Philosophy, Technical University of Cluj-Napoca

Abstract: *The communist press in Romania is a research study that aims to outline the image of the Romanian press and the mechanisms by which it operated during the communist period. At the same time, it analyzes the political-press relationship, especially the Romanian censorship on the media. Censorship, along with Security, use the same working techniques: manipulation, propaganda, indoctrination, coded speech and rigid language. It also deals with the presentation of the term censorship, the forms it has taken and the manifestation of this phenomenon in Romania.*

Keywords: *communism, dictatorship, press, censorship, indoctrination, re-education.*

ASPECTE PRIVIND EVOLUȚIA PEDEPSEI PRIVATIVE DE LIBERTATE

Aspects concerning the evolution of the deprivative penalty of freedom

Natalia Laura SABOU, PhD student,
Philosophy, Technical University of Cluj-Napoca

Abstract: *This study presents a short history and evolution of punishments around the world and the principles guiding the carceral systems. The study presents the old and new approach of penal institutions, the torture oriented past, with harsh physical punishments and the futurist vision, with a new re-integration oriented approach, already applied in Northern and Western Europe. Also, a short introduction of the penal system during Platon's era is presented and analysed, since it has a similar vision with the modern penal systems.*

Keywords: *prison, history, evolution, future, re-integration*

**ACTUALITATEA DISCURSULUI CIORANIAN DIN
„SCHIMBAREA LA FAȚĂ A ROMÂNIEI”**

The actuality of Cioran discourse in Schimbarea la față a României

Gigi Sorin SASU, PhD student,
Philosophy, Technical University of Cluj-Napoca

Abstract: *The conception from which Cioran departs in “Schimbarea la față a României” is the hypothesis of a “historical leap” of Romania from the level of the living matter to immaterial one. His speech aims to analyze the causes of Romania’s state in the last places of history and the Romanians’ tendency to defend theirs without the idea of a certain expansion. Cioran’s speech is in exhortation to change, to our awareness, that of the future nation. He recognizes the Romanians’ potential keeping a clear position; he cannot afford to be gentle with our past and present, because he would make the same error that we have been making since we were born as a people. It is obvious when he speaks of Romania as a country with spiritual skills, but no political ones.*

Keywords: *change, messianism, religion, culture, speech.*

ACTUALITATEA CUNOAȘTERII APOFATICE

The actuality of apophatic knowledge

Adrian TOPORAN, PhD student,
Philosophy, Technical University of Cluj-Napoca

Abstract: *New theories are beginning to appear in the field of apophatic knowledge. Jean Luc Marion is one of those who argue that there should be no boundaries between religious and scientific knowledge today. In this paper I will try to outline the status of apophatic thinking today with references to the nuances that Marion highlights.*

Keywords: *knowledge, apophatic, theories, status, boundaries.*

CONCEPTUL DE LIBERTATE DIN PERSPECTIVA FILOSOFIEI DREPTULUI ÎN PERIOADA ANTICHITĂȚII. ATENA

The concept of freedom from the perspective of law in Antiquity. Athens

Lucian VERDEȘ, PhD student,
Philosophy, Technical University of Cluj-Napoca

Abstract: *The concept of freedom has gradually developed, since germs have been found since antiquity. Athens will represent the right environment in which the seed of democracy will develop, characterized by two fundamental principles: freedom and equality of those who practice it. If, at first, the object of study of the Greeks was the determination of the first element of all things, then, with the advent of the sophists, and especially of Socrates, man becomes the main subject of philosophical meditation, as a rational being endowed with moral virtues. For philosophers such as Socrates, Plato, or Aristotle, respecting practicing virtues, self-knowledge, will become a means of achieving freedom by the individual. Exercising freedom implies the existence of an appropriate, legitimate framework.*

Keywords: *freedom, individual, self-knowledge, moral virtues, the ultimate good.*