

**Review of the Book
“Elemente de
comunicare simbolică”
[Elements of Symbolic
Communication],
Author: Andreea
Raluca Purcaru,
Lumen Publishing
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Abstract: We are human beings, and what distinguishes us from other beings is the anguish of finitude, the reason, the articulate language, and so on. Associating and forming groups are the characteristics specific to the human beings, because since the antiquity as it has been said that we were social beings. Communication occupies an important place nowadays. Whether written, oral, internal or external, the communication is essential nowadays. In this context, Anca Raluca Purcaru brings to the fore a new perspective in terms of communication, through her work “Elemente de comunicare simbolică” (“Elements of symbolic communication”), published by the Lumen Publishing House of Iasi.

Keywords: *Communication, symbol, language, social beings.*

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Every day of our lives we communicate and send messages (Dascălu, 2016). Whether it is written, oral, internally or externally, man conveys something including through the body position or the tone of voice when addressing someone (Gună, 2019). It well known that when we utter words in our minds a symbolic representation of those words is created, which is why an important notion in communication is represented by the “symbol”.

According to the author, one of the perspectives on the symbol is provided by the hermeneutics: “it allows us to distinguish between sign and symbol. If the sign has a unique meaning (it has only one meaning), the symbol has several meanings. The idea of conventionality of the symbol would reduce it to one meaning – the conventional meaning” (Purcaru, 2017).

Each culture sums up a series of specific values and attitudes which change over time. The culture of a people designates on the one hand the progress of knowledge, and on the other hand the lifestyle, but more than that “the culture of a society is related to the vision and attitude of a society towards the world” (Purcaru, 2017). As bio-psycho-social beings, people create, build, admit or reject values, attitudes, and for this reason, it is considered that the meaning of culture “is related to changing nature according to human requirements, as well as the changing of human nature through education” (Purcaru, 2017).

The myth is considered a legitimate structure that substantiates and refers to (semi) religious or ideological beliefs. The myth or the true story reveals facts that happened at one time in the past, and here we could remember, for instance, the Myth of Creation. Between the myth and the symbol there is a close relationship so that the symbol, the myth and the image belong to the substance of the spiritual life [...] They cannot be eliminated from the human life, which is why the archaic symbols have survived to the present day, even if they were disguised, camouflaged or transformed” (Purcaru, 2017). At the same time, a form of communication is the art, but it also shows us a perspective on the world as the world is considered to be a “comprehensive whole” that cannot be provided within the “experience”, because: “we are always in a mundane horizon”. In our infinitely perfectible human experience, we can only broaden our perspective upon the world opened by the language and in each of these perspectives “the very being of the world” is being aimed at” (Purcaru, 2017).

The work of the author Anca-Raluca Purcaru, entitled ”Elemente de comunicare simbolică” (“Elements of symbolic communication”) provides us with a new perspective upon language, starting from the idea of symbol and the idea of myth. The author highlights a series of relationships that exist amongst symbol, culture and myth, to highlight an anthropological perspective upon the human evolution and also how she interprets the symbols or of the way in which man is a creator of culture.

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