

### **The Norms of the Linguistic Imaginary...**

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Much expected by the academic community of Ștefan cel Mare University in Suceava, the book is the living editorial proof that the concept of the **linguistic imaginary** (highly advocated in the 1990<sup>s</sup> by the French linguist Anne-Marie Houdebine-Gravaud) is still valid and especially rewarding in text and discourse analysis. The volume stands out as a well-organized theoretical compendium of linguistic norms, both objective and subjective, which guide writers when they construct and transmit their messages to various categories of audience and for various purposes.

Following Patrick Charaudeau's theoretical framework, Ioana-Crina Coroi builds her first chapter entitled *Media Communication and the Printed Press* on the assumption that most speech acts in media discourse are "modalități concrete și decisive pentru a influența și a modifica mentalitatea unei anumite societăți și că sunt fundamentale supra-determinate de diferite constrângeri situaționale ["concrete and decisive means of influencing and modifying the mentality of any given society and that they are fundamentally determined by various situational constraints" (p. 21). Moreover, the author opines that "[i]mplicit, formele, identitățile și funcțiile acestor acte pot să varieze diacronic potrivit dinamicii reale a societăților ["implicitly, the forms, identities and functions of these acts may vary in a diachronic manner in keeping with societies' true dynamics"] (p.21). Interestingly, the subchapters 1.2.1 and 1.2.2. set up the tone for an integrative semiotic approach of mass communication; the author argues that any representation of human actions and events rests upon *a world of signs*, as well as upon the relationships between the signs selected *in* and *for* communication.

It is this integrative perspective that allows Ioana-Crina Coroi to demonstrate that through a combination of earnest thinking, communicative delight and empathic encounters most journalists often try to legitimize their presence in the public sphere, take pride in freely addressing their beliefs and reflections, and even seek to promote communities of feelings, responsibilities and interests not only with their intended audiences, but also with the human subjects debated upon in their own texts. The author also investigates to what extent media communication allows for the social barriers of any speech community to be

cancelled and whether there are any significant attempts at ensuring uniformity across the members of an intended audience through the implementation of certain discursive strategies.

The second chapter focuses on the need of languages to evolve and to reflect societal and cultural changes, as well as on the conceptualization of a distinctive form of a language or linguistic expression referred to as *limbă literară* [Engl. *standard language*]. The author discusses Romania's five major periods in the modernization of its national language, identifies categories and classes of norms involved in the standardization of Romanian and discusses the benefits and dangers of the relationship between *linguistic normativity* and *linguistic creativity*. As a matter of fact, it is this intersection that opens up the author's way towards the theory of the linguistic imaginary rooted in six classes of norms, namely *systemic*, *statistical*, *prescriptive*, *fictional*, *communicative* and *(self)evaluative*.

The following two chapters are logically and structurally connected. Following the systematic presentation of fourteen Romanian literary journals from 1887 to 1916 – the most representative titles with a significant contribution to the development of Romanian literary discourse and poetic diction, as well as to the standardization of linguistic expression at the beginning of the 20<sup>th</sup> century – Ioana-Crina Coroi provides an overwhelming selection of journalistic texts and pertinent commentaries on the types of favoured or merely intended intersections between the *objective norms* and the *subjective norms* in the representation of social and cultural realities of the time.

To conclude, this is a *must-read* book for young researchers in Textual Linguistics, Discourse Analysis and the Humanities. Most importantly, this book contains 25 pages of sampled texts proposed to students with a particular interest in investigating the relationship between normativity and creativity in language.

Ioana-Crina Coroi, *Normele imaginarului lingvistic în presa literară* [*The Norms of the Linguistic Imaginary in the Romanian Literary Press*],  
Casa Cărții de Știință, Cluj-Napoca, 2013