

































































The study on the legitimising discourse regarding the role of the ambivalence of the Romanian socialist advertising revealed several discursive strategies. The existence of view that did not understand the purposes of advertising in the socialist economy generated a type of combative, engaged discourse that manifested in two ways. The first represented an immediate and direct reaction, associated with the mentioning of the scepticism towards the purpose of advertising, through a reactive legitimising discourse. This discursive strategy crossed the publishing sphere of that time from one end to the other. The second manifestation birthed an autonomous, constructive, argumentative discourse based on a series of text-programmes, which included the magazine editorials, opinion pieces and chapters from the scholarly treaties and textbooks. Based on these texts, we can note the existence of certain *key moments* in the assertion and evolution of socialist advertising in Romania. One of these key moments was the year 1957, when a series of articles were published, preparing and popularising the Conference in Prague. Moreover, the editorials and the opinion piece from 1964 were texts that mentioned the directions of the theoretical and practical development of socialist advertising. Moreover, the editorials from 1973 represent articles that could be considered to be true memoirs for the conservation of the theoretical autonomy of advertising, in the context of certain major legislative, institutional and financial changes that made advertising a component of the marketing system. Practically, advertising through the mass-media was almost completely eliminated, while advertisements were accepted only at the points of sale.

An approach to the legitimising discourse of socialist advertising leads to the identification of the subordination or distancing relations with the soviet model, the influences from the other socialist countries, both on a theoretical level and from the viewpoint of the institutional organisation. Although the organisational and theoretical model was established by the Soviet Union and it was accepted by the soviet satellite states, including Romania, we must note a slight similarity with Czechoslovakia, East Germany and Poland. To the same extent, we must note a pendulation of the attitude towards the capitalist advertising. The dichotomic nature of the socialist advertising – capitalist advertising remained a constant, but in the mid-1960s, there was a gradual presentation of western advertising in more positive terms, with examples that supported the economic functions of modern advertising.

Translated from Romanian by Anca Chiorean