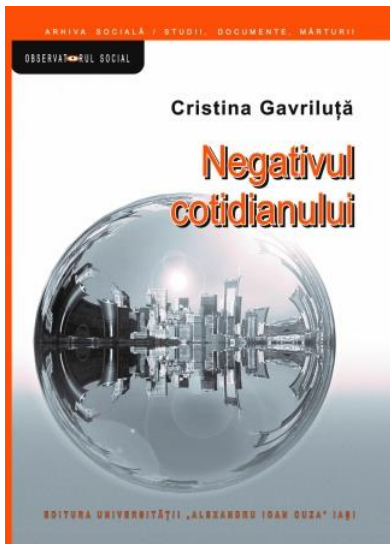


**BOOK REVIEW. CRISTINA GAVRILUȚĂ, THE NEGATIVE OF THE DAILY,"ALEXANDRU IOAN CUZA" UNIVERSITY PUBLISHING HOUSE, IAȘI, 2017**

**Irinel ROTARIU, PhD Candidate**  
Faculty of Philosophy and Political Sciences  
"Alexandru Ioan Cuza" University Iași  
[rotariuirinel@yahoo.com](mailto:rotariuirinel@yahoo.com)

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signed by Mrs. Cristina Gavriluță is presented from the beginning by a challenging title. At a glance, this title also refers to several aspects: to the negative in the axiological sense, to a second type of the negative aimed at photographic film and to other type of the negative that captures the subtle, symbolic and hidden part of this world.

The author of the book, Cristina Gavriluță, professor at the Faculty of Philosophy and Social-Political Sciences of the oldest university in the country, "Alexandru Ioan Cuza" University of Iași clarifies in the introductory word the mystery that is hiding behind this metaphorical and challenging title. The book is not one of fiction, but one of

sociology. As the author confesses" ...the book is intended to be more than just a review of some themes, theories and research that have marked my professional existence..." (p.15).It represents a retrospective of its concerns and, at the same time, the placement of its entire research and journalistic work in an epistemological context generated by the reading of authors such as Georges Balandier or Moshe Idel. Not by chance, the book debuts with a consistent chapter of epistemology (epistemological reference points in social research) in which the author, Cristina Gavriluță, clarifies the meaning that she gives to the negative of everyday life.

Firstly it is about a preference for certain subjects, some of which are located in the penumbra areas of the social. These topics and themes approached-traditional rituals, divination, Satanism-even if they are not on the public agenda, they are, however, part of our daily life. Beyond a certain type of exotism, the texts in this book encode states, feelings, social and human experiences. They unveil the main data which is the basis for the social

behaviours. Thanks to them, we discover those *social residues*, in Paretian phrase, which take different faces and shapes in time and history.

Then, *The Daily Negative* is also designed from the perspective of the sociological analysis. The author considers that "in the context of the social understanding, facts are important, but not everything. In fact, *the negative*, referred to as what *it is not seen* from this world, would represent the key to the profound understanding of reality" (p.17) Inspired by the writing of Moshe Idel, *Perfections that Absorb. Cabbala and Interpretation*, the author builds the arguments for a type of sociology of the negative. In its contents, the attention of the researcher is moving towards what is there in the negative of everyday life, beyond the figures, beyond our noisy and visible existence. The attention of this approach is focused on the symbol, on the context and on the, interpretative gesture. Therefore, in the context of a paradigm complexity, *a hermeneutics of the daily negative* seems to be the most appropriate solution for the author. There it is its preference for a qualitative approach of social phenomena. All these provide a greater openness in the understanding of some phenomena which may be rethought in a more generous spatial and temporal context, reconsidering the symbolic and mental dimension that lies in the negative of any social manifestation.

Thus, the following chapters (*Beyond the "wall of air". Outlooks and Cultural Reference Points in Social Life; The Sacred and Its Social Manifestations; The Body Seen through Normality and Deviance*) are presented as arguments in favour of the practice of a different sociology. The themes of the mentioned chapters are connected, by the result of their analysis and interpretation to actual sociological issues such as: behaviours and social action, domination, authority and power, identity and social valuing, reproduction of roles, deviance and intolerance.

Written in a pleasant and accessible style, possessing a valuable bibliography, the book is addressed to the specialists in the socio-human field, but also to those who are really curious to find out more about passing beyond appearances. After all, reading a book of this kind cannot lead anyone to indifference. It demonstrates us that, in the negative of our daily lives we can find unsuspecting things. In other words, Cristina Gavriluță bets on sociology of the invisible.