

Keywords: *election campaign, spectacle versus reality, polemical discourse, intertextuality, fairy-tales, metafictional political tales, "the wolf"*.

Abstract: Living in "a culture of images, a society of the spectacle, a world of semblances and simulacra" (Mitchell, 1994: 5), every four or five years we are the witnesses of a show which reaches the highest levels of visibility and appearance, and its name is *election campaign*. Advertising is the most persuasive strategy of this twofold game between reality and illusion whose final ends (to be voted) depends on some semantic subgoals/ links (Biocca, 1991: 65), responsible for the managing of the candidate's powerful identity.

The aim of this paper is to see how those objects seen as inter-textual persuasive signs (Beasley & Danesi, 2002), are manipulated by two Romanian politicians (Traian Băsescu and Corneliu Vadim Tudor) during the 2000 election campaign. Actually, our analysis will focus on the retelling of two fairy-tales (the Grimms' *Little Red Riding Hood* and Ion Creangă's *The Goat and her Three Kids*) within the Romanian political context. This analysis is based on the following hypothesis: intertextuality based on fairy-tales is a significant persuasive strategy within the process of political creativity.

Starting from A.J. Greimas's semiotics of action, that can be viewed as the method of interpretation for the narrative links that fairy-tales are built on, I will provide a model of political intertextuality whose "intercodality" (Beasley & Danesi, 2002: 71) will be grasped through concepts such as the "cognitive flow" (Danesi, 2002) between the layers of metaforms, meta-metaforms and metasymbols or the "blending" (Turner & Fauconnier, 1995) of mental spaces. The former notion underlying the cognitive theory on metaphors constitutes the basis of the process of decoding the mental transfer between an animal (a wolf) and the *other* political candidate.