



## Rhétorique, argumentation et adaptation des moyens de persuasion

Publication type: Article from a collective work

Collective work: [Persuasion et argumentation](#)

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Abstract: This article proposes a re-reading of Aristotle's *Rhetoric* in order to show that in his thinking argumentation and persuasion were not opposed. We will then examine how his view may be applied to more recent conceptions of argumentation, like that of Habermas.

Pages: 35 to 53

Collection: [Encounters](#), n° 127

Series: Rhetoric, style, semiotics, n° 1

CLIL theme: 3154 -- SCIENCES HUMAINES ET SOCIALES, LETTRES -- Lettres et Sciences du langage -- Linguistique, Sciences du langage -- Stylistique et analyse du discours, esthétique

EAN: 9782812446139

ISBN: 978-2-8124-4613-9

ISSN: 2261-1851

DOI: 10.15122/isbn.978-2-8124-4613-9.p.0035

Publisher: Classiques Garnier

Online publication: 11-03-2015

Language: French

[Display online](#)